

Transform complex contract data into higher-value customers

Let Pramata help you efficiently digitize the foundational information found in complex customer contracts, transform it into meaningful, actionable **Customer Relationship Intelligence™** and place it in the hands of the people who need it most to sell, deliver, operate and retain value throughout the customer lifecycle.

“Pramata is helping us improve the retention of at-risk revenue by 4.5 percent, and increase active selling time for our sales team by 15 percent. That is an extraordinary return on a modest investment.”

Jim Rose
Vice President of Sales Effectiveness
CenturyLink



Don't let another opportunity for reward or risk go unnoticed!

Give us 30 minutes, and we'll show you the extraordinary value Pramata can unlock in your most valuable customer relationships. Request a demo today at www.pramata.com/demo.



© 2017 Pramata Corp. All rights reserved.

War rooms! What are they good for?
Where are our renewal opportunities?
Are we over billing customers?
What price increases could we be enforcing?
Why didn't we comply with contractual obligations?
Millions Are we under billing
Are we meeting our customer commitments?
Compliance Millions
What price increase
Why didn't we comply with contractual obligations?
Are we meeting our customer commitments?
Where are our renewal opportunities?
War rooms! What are they good for?
Why didn't we comply with contractual obligations?
Where are our renewal opportunities?
What are they good for? **Revenue**
Why didn't we comply with contractual obligations?
Where are renewal opportunities?
Millions War rooms! What are they good for?
Why didn't we comply with contractual obligations?



You can't capitalize on what you don't know.

Can you answer fundamental questions about your most valuable customer relationships?

Probably not without a lot of manpower and a multitude of sources, only to have that information quickly outdated. So your sales, finance and operations teams make uninformed critical decisions every day—missing out on literally tens of millions of dollars in revenue and playing with major compliance risks.

Refine the customer lifecycle with Pramata

Your most valuable customer relationships are also your most complex—highly negotiated, long-standing, frequently changing. This makes for a customer lifecycle with opportunities for both significant risk and extraordinary reward.

But here's the rub. Costly gaps exist throughout the lifecycle because of chronic misinformation. And these gaps could be leaking revenue potential at the rate of MILLIONS per quarter while inviting in real compliance risk.

Your CRM, billing system, anecdotal communications—these information sources can't tell the whole story. The missing link? Concrete information found only in your signed, complex customer contracts.

Unlock the untold value within your complex contracts

Pramata customers know the only way to eliminate the information gaps and make the most effective decisions at every stage of the customer value lifecycle is to

- ▲ Unlock the foundational information buried in your complex customer contracts
- ▲ Refine and normalize that information, intelligently combining it with relevant data from your CRM and billing systems
- ▲ Place this customer relationship intelligence of more than 99% accuracy in the hands of the people who need it across sales, finance and operations
- ▲ Accelerate revenue, manage compliance risk and grow your most valuable customers.

Why Pramata?

One focus: transforming complex data into customer value - Our singular focus is helping you drive value from your customer data. An in-the-trenches assessment of your specific business requirements coupled with proven best practices allows us to effectively address the most glaring gaps in your customer lifecycle today, while laying the groundwork for future ROI.

Pramata Digitization as a Service™ (DaaS) - DaaS is a unique concept to Pramata, pairing specialized expertise with advanced automation to transform even the most complex customer agreements into complete digital intelligence within 48 hours of signing new customer deals. So your teams are always operating off of the freshest and most accurate information.

Modular, targeted solutions - Pramata delivers customizable solution sets designed to strengthen your customer lifecycle revenue and risk opportunities across three key areas—Sales Effectiveness, Business Performance and Contract Management.

Data fragmentation in the customer lifecycle

