



# The Financial Impact of Vivun

Business Benefits of an AI-Powered  
Sales Engineering Platform

**vivun.**



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## Executive Summary

### **The technical sales stage of the sales process consumes the largest portion of the sales cycle.**

Your prospects are well down the path to purchase when they engage you, having completed as much as 70% of their buying process before the first sales meeting. This puts the immediate focus on your product, where your sellers must demonstrate meaningful, unique, differentiated value quickly – or risk being eliminated from the evaluation.

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Your prospects have stated that their preference is to engage with technical experts throughout the evaluation to learn more about your products and services, more than any other resource in your organization.

Organizations who can manage their technical sales process better than their competitors win more often, with 90% of technical wins moving to Closed Won.

Given the critical importance of the Technical Win, it's time to give this stage of the process the focus and energy it deserves, as neglect poses a considerable risk to attainment.

Vivun understands that new abilities in the technical sales process have the biggest impact on efficient revenue growth, and for that reason, developed the industry's only platform that turns the challenges associated with the technical sales process into opportunities.

**In this report – the Financial Impact of Vivun – we make the case that an investment in increased technical selling capacity delivers a substantial return on their investment.**

The business outcomes Vivun customers achieve positions them to drive efficient growth with higher product-market fit and a lower cost of sales, while increasing the size of their serviceable addressable market.

# Key Findings



**783%**

ROI



**\$3.68M**

Benefits



**\$5.8M**

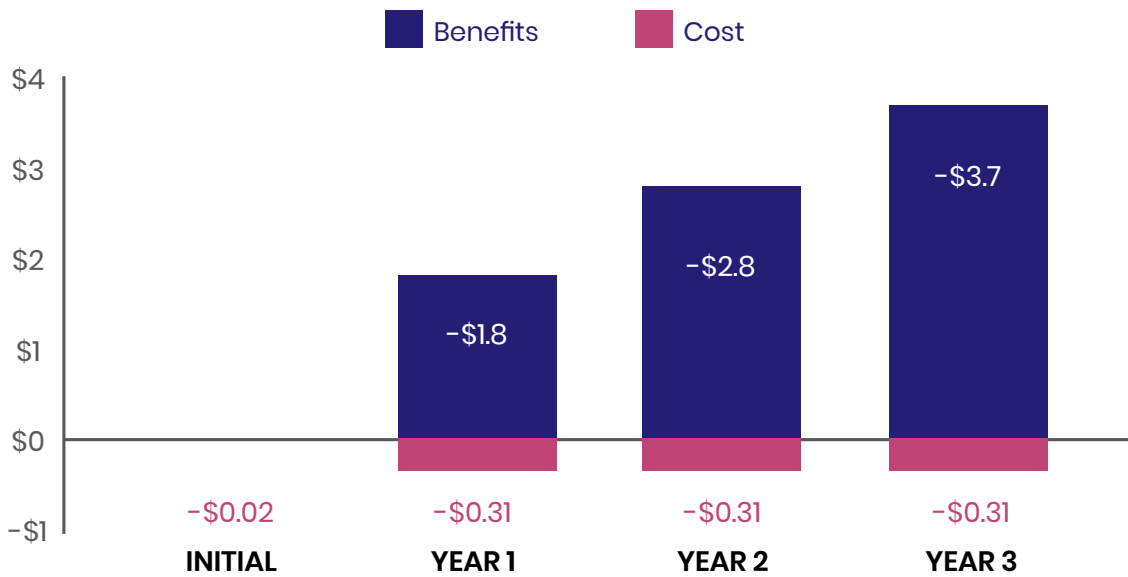
3 Yr NPV



**5.1 Months**

Payback Period

## 3 Year Cash Flow Analysis (\$ in Millions)



### Cash Flow notes:

- Assumed ramp - 50% of benefits in Year 1, 75% in year 2, 100% in Year 3
- Cost of capital: 10.75%



## Revenue Impact



### Closing More Winnable Deals

By improving execution, sales teams can drive revenue growth and foster a more robust market position. Also, reducing the complexities associated with the technical sales process, sales teams can reduce the time required to finalize deals, while better allocating time towards pursuing additional opportunities.



### Increasing Technical Win Rates

By effectively showcasing product fit and technical superiority, sales teams can better position their solutions as the top contender in competitive scenarios.



### Reviving Opportunities

By better identifying and actioning product gaps closed, sales teams can revive stalled or dormant opportunities and expand the pool of viable opportunities, which all contributes to a more dynamic and resilient sales pipeline.

## Additional Benefits



### Increase in Time Spent on Technical Selling

By reducing the administrative burden associated with the technical sales process, sales teams increase the amount of time spent selling.



### Reduced Onboarding Time of Sales Engineers

By centralizing best practices and technical sales playbooks, new sales engineers / solution consultants can become productive contributors, faster.



### Reduce Churn Rate of Sales Engineers

By increasing attainment, leverage, impact, and satisfaction levels of sales engineers / solution consultants, they churn less, reducing the costs associated with recruitment and training while also preserving valuable institutional knowledge.

# The Vivun Intelligence System

The Vivun Intelligence System uses decades of invaluable technical sales expertise, industry best practices, and insights gained from managing hundreds of thousands of opportunities and millions of technical seller activities to build an expert system. It arms technical sellers with the skills and knowledge to drive conversion and lift deal sizes so sales teams can attain quota.

The Vivun Intelligence System is the largest data set of technical sales activity in the world, helping some of the world’s largest and most complex organizations optimize their technical sales process.

We have combined in-depth interviews and insights from the Vivun Intelligence System to inform this report, specifically reviewing the anonymized and aggregated data of 6 organizations with the following characteristics:

						
<b>2023 Est ARR</b>	\$2B	\$1B	\$725M	\$400M	\$700M	\$300M
<b>AE:SE Ratio</b>	1.5:1	1.6:1	4.6:1	2.2:1	6:1	2:1
<b>Former Solution</b>	Custom Fields in CRM + Collaboration Tools	Custom Fields in CRM + Collaboration Tools	Custom Fields in CRM + Collaboration Tools	Custom Fields in CRM + Collaboration Tools	Custom Fields in CRM + Collaboration Tools	Custom Fields in CRM + Collaboration Tools

## Common Challenges

Organizations communicated that the following challenges prompted them to engage, evaluate, select and deploy Vivun:



### **Increasing Capacity**

Each organization communicated challenges with scaling to meet the demand of the broader go-to-market team, with the majority sharing that their teams have been pulled into post-sales activities and have been required to increase their presence with marketing-related activities, such as events and special calls. Being staffed on a model that has been dictated by the number of Account Executives, these teams have struggled to reclaim their technical bandwidth.



### **Running an Efficient Technical Sales Process**

Each organization interviewed runs a pooled Technical Sales model, where resources are shared across multiple sales teams or individuals. Prior to Vivun, all 6 organizations struggled to coordinate and allocate resources to prospect and customer engagements, but have since improved their abilities to meet demand. Furthermore, 4 of the 6 organizations only leveraged sales feedback in their forecast, but now incorporate the technical sales point of view to inform the forecast, spot risks and take corrective actions to optimize resources.



### **Influencing the Product Roadmap**

Each organization stated that their relationship with Product Management was productive, and that they met with their Product teams on a regular basis. Prior to Vivun, 4 of the 6 organizations faced challenges capturing, organizing and quantifying product gaps and opportunities for the Product Team to take action on, but now calculate the revenue impact of product investments to validate or re-prioritize the roadmap.

## Customer Composite

Based on the performance of our cohort, we have designed a composite organization for our impact analysis.

The composite organization for this report is a B2B tech company with \$250M in ARR. The company has a competitive product and a mature sales function, and a modern revenue technology stack, including a CRM platform, and solutions for Revenue Intelligence, Revenue Enablement and outbound engagement.

The company has 250 Sales Reps across North America and EMEA and employs 75 Sales Engineers in a direct alignment model with the sales team. Sales Engineers also provide ad-hoc support for Marketing, Enablement and Partner Sales teams, as well active engagement with Customer Success and supporting an open feedback loop with the Product & Engineering team.



**\$250M**

ARR



**250**

Sales Reps

The organization anticipates 10% YoY revenue growth.

## Analysis of Benefits



Total Benefits

**\$5.8M**  
Annual Profit



Additional Deals Closed

**\$1.8M**  
Revenue



Increased Win Rate

**\$1M**  
Revenue



Revived Opportunities

**\$0.68M**  
Revenue



# Calculation Detail





## Close Winnable Deals – calculation detail

Close More Winnable Deals					
REF	METRIC	EXPECTED	SAFE 75% of Expected	CONSERVATIVE 50% of Expected	COMMENTS
A1	Revenue Target (new sales)	\$25,000,000			Composite
A2	Tech Win Rate improvement	11%	8.25%	5.50%	50% of Typical result based on Vivun customers
A3	Reduction for deal risk	-20%			Allowance for deals that don't close
A4	Incremental Revenue	\$2,200,000	\$1,650,000	\$1,100,000	A1 x A2 x (+A3)
A5	Cycle Time Improvement	11%	8.25%	5.50%	50% of Typical result based on Vivun customers
A6	Reduction for pipeline constraint	-50%			Allowance for limited deal volume in pipeline
A7	Incremental Revenue	\$1,375,000	\$1,031,250	\$687,500	A1 x A5 x (+A6)
A8	Total Incremental Revenue as of % of "Revenue Target (new sales)"	\$3,575,000 14.30%	\$2,681,250 10.73%	\$1,787,500 7.15%	A4 + A7 A8 / A1
A9	Gross Profit Margin	70%			Composite
A10	Commission rate	10%			<a href="#">Source: Quotapath</a>
AT	Annual Profit Benefit	\$2,145,000	\$1,608,750	\$1,072,500	A8 X (A9-A10)

### How Vivun Helps

Insight and recommendation powered by **Vivun Intelligence System** enable scalable and repeatable technical sales processes. Specifically, **Hero Score** and **TechWin Coaching** give insight to deal dynamic changes across time & generate actionable next steps to improve conversion, increase forecast accuracy and drive repeatable wins.

### Calculation Legend

 Typical results based on Vivun Customers	 Assumption-or-3rd party benchmark	 Calculation data or Estimate	 Calculation
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## Higher SE Win Rate – calculation detail

Increase Win Rate by Driving Product Fit			
REF	METRIC	VALUE	COMMENTS
B1	Annual revenue target (new sales)	\$25,000,000	Composite
B2	Win rate improvement	4%	50% of Typical result based on Vivun customers
B3	Revenue uplift from increased win rate	\$1,000,000	A1 x A2
B4	Gross Profit Margin	70%	Composite
B5	Commission rate	10%	<a href="#">Source Quotapath</a>
BT	Annual Profit Benefit	\$600,000	A8 X (A9-A10)

### How Vivun Helps

With Vivun's **Feature Request Capture**, teams easily tie product gaps to active opportunities. Gap analysis powered by natural language processing automatically groups similar requests across opportunities or accounts to spot trends. Integration with the **Product Lifecycle Management** system aligns Product and PreSales on revenue-centric roadmaps.


## Deal Revival – calculation detail


Increase Win Rate by Driving Product Fit			
REF	METRIC	VALUE	COMMENTS
C1	Average revenue per customer	\$100,000	Composite
C2	Total SE's involved on deals	68	Composite
C3	% of SE's that revive 1 deal per year	10%	50% of Typical result based on Vivun customers
C4	Revenue recovered via Deal Revivals	\$675,000	B1 x B2 x B3
C5	Gross Profit Margin	70%	Composite
C6	Commission rate	10%	<a href="#">Source Quotapath</a>
CT	Annual Profit Benefit via Deal Revivals	\$405,000	B4 x (B5 - B6)


### How Vivun Helps


**Reactivate Teams** – Vivun **Deal Revival Alerts** notify sales teams when product updates impacting previously lost opportunities have shipped and are now winnable and have Product Fit.

### Calculation Legend

 Typical results based on Vivun Customers

 Assumption-or-3rd party benchmark

 Calculation data or Estimate

 Calculation


## Higher Productivity – calculation detail

Maximize SE Productivity			
REF	METRIC	VALUE	COMMENTS
D1	Total SE's involved on deals	68	Composite
D2	% of weekly hours saved per SE	10%	50% of Typical result based on Vivun customers
D3	Total SE hours saved per year	12,960	B1 x B2 x 40hrs x 48weeks
D4	Average SE annual cost	\$235,600	Composite Fully burdened rate 24%
DT	Value of SE productivity gains	\$1,467,969	B3 x B4 / 2080


### How Vivun Helps

**Add efficiency** – Vivun’s PreSales Workspace centralizes opportunity management across the team. With the **Calendar Intelligence** automation, events, activities and opportunities are linked without administrative overhead. **Smart Assignments** recommend the best team member to improve resource management.

### Calculation Legend

 Typical results based on Vivun Customers

 Assumption-or-3rd party benchmark

 Calculation data or Estimate

 Calculation

## Additional Benefits

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### Reduced Churn rate

By increasing attainment, leverage, impact and satisfaction levels of sales engineers / solution consulting team members churn, reducing the costs associated with recruitment and training, while also preserving valuable institutional knowledge.

## Next Steps

In conclusion, the comprehensive ROI analysis presented in this report underscores the substantial financial benefits that Vivun can deliver to companies across various sectors, sizes, and industries. By leveraging Vivun's advanced capabilities, organizations can optimize their technical sales processes, which will increase revenue, and enhance operational efficiency.

The specific impact of Vivun on your organization may vary based on unique factors and requirements. For a tailored assessment of how Vivun can drive tangible financial outcomes for your organization, we encourage you to reach out to us for a personalized consultation and analysis.

We are ready to collaborate with you, understanding your specific objectives and challenges to craft a bespoke strategy that maximizes your return on investment.

Contact us today to begin your journey towards unlocking the full potential of Vivun.

## About Vivun

Vivun is the leading provider of Technical Sales solutions, which includes the world's first AI Sales Engineer, and is fully dedicated to helping companies use AI to scale technical expertise, build better products, and run better operations. Customers like ADP, Coupa, DocuSign, Elastic, Seismic, and Snowflake leverage Vivun solutions to win more deals faster, with a lower cost of sale.

To learn more visit [www.vivun.com](http://www.vivun.com).