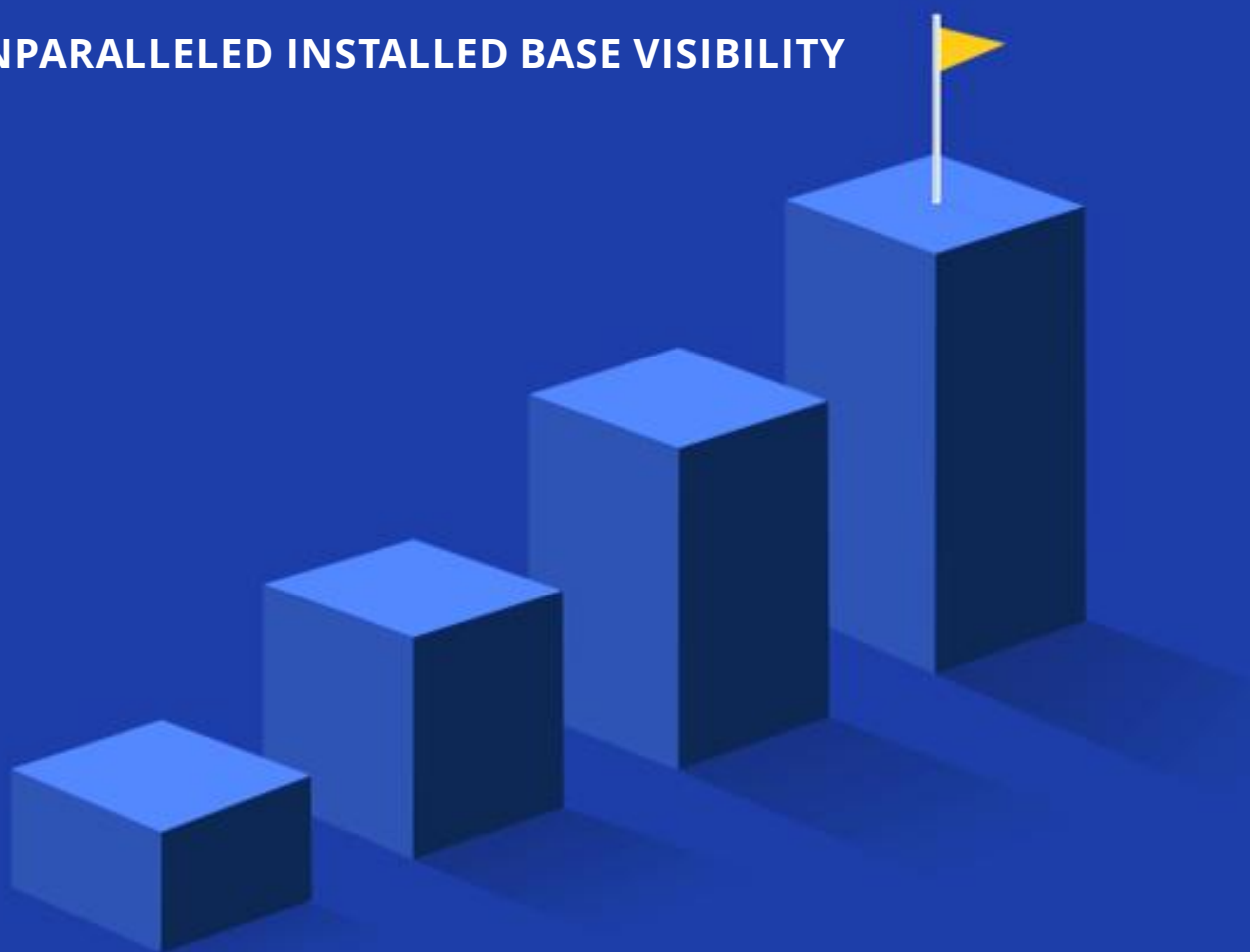


Driving Net New Base Revenue

UNPARALLELED INSTALLED BASE VISIBILITY



CUSTOMER SUCCESS CASE STUDY
GRUNDFOS

Introduction

Grundfos is a global pump manufacturer based in Denmark with annual revenues of over 3b EUR. They produce over 16 million pump units annually along with their electric controls and motors.

KEY CHALLENGES FOR GRUNDFOS

- Dispersed, duplicate and incorrect data across 8 systems
- Hidden end-users
- Part sales to installed base lagging
- Completely reactive selling process

Entytle Insyghts Purpose Built Platform for OEMS



Consolidates, reconciles and cleanses data into single system



Dramatically increases integrity of installed base information



Identifies contractors, MRs and the relationship with end-users

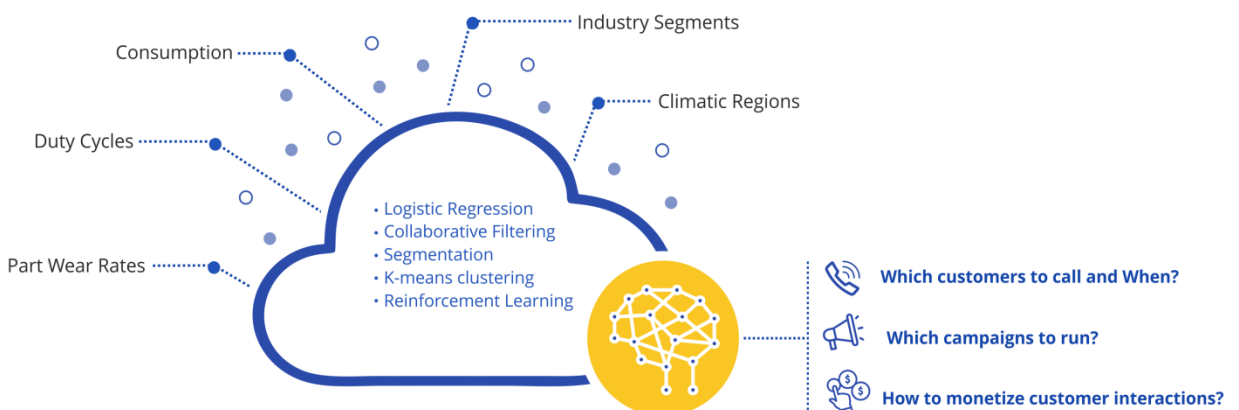


Predicts spare parts needs to enable proactive selling



Data driven account and territory planning

Drive Recurring Revenue with AI@ Entytle



Grundfos benefits from **Entytle Insyghts**

- **Complete 360° visibility into installed base**
- **Targeted marketing campaigns**

A forward-looking sales technology like Entytle Insyghts helps Grundfos at all levels:



SALES REPRESENTATIVES

Develop better strategies for each customer, prioritize deals and manage their time more efficiently



MANAGERS

Gain visibility and knowledge to guide the sales team effectively



SENIOR MANAGEMENT

Get better reporting, forecasting and insights, replicate winning strategies and understand ROI of sales assets



Entytle's platform Insyghts allows us to find new service opportunities efficiently in order to drive revenue. The data we retrieve from the platform enables us to go to market with a highly customized message and service offering that are directly applicable to a target group"

- Scott Patterson, Director of Service & Aftermarket Sales, Grundfos

IMPACT



\$1.5 million

in increased sales from proactive customer outreach



60%

End-user location made visible through extracted transaction data



+200%

Improvement in inside sales rep productivity