

Sales and Marketing Support For Microsoft Partners

Fiind your next customer



Fiind Playbook Modules



How can Fiind help me?

How can I use Fiind?

How do I get started?

1 How can Fiind help me?



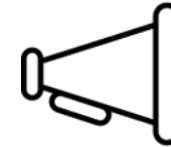
DISCOVER DIGITAL PAINS

Examples: Cybersecurity risk, Old Technology, Modern workforce, Growth Challenges. Such signals might signify Microsoft opportunities



IDENTIFY MICROSOFT NEEDS

Determine a company's Propensity for Microsoft products with external signals and AI models. Models score companies from High to Low



STORY CONNECTING PAINS & NEEDS

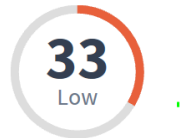
Combine the pains and needs to create pitch points as a starting point for a personalized conversation and campaign approach

Discover Digital Pains

Key Product Attributes + Millions of External Signals








Digital Health Score



AI Driven Health Indicators

Competitive Positioning	22	Growth & Expansion	72
Cloud & Technology Stack	40	Social Presence & Engagement	4
Cyber Security	22	Propensity for Modernization	40

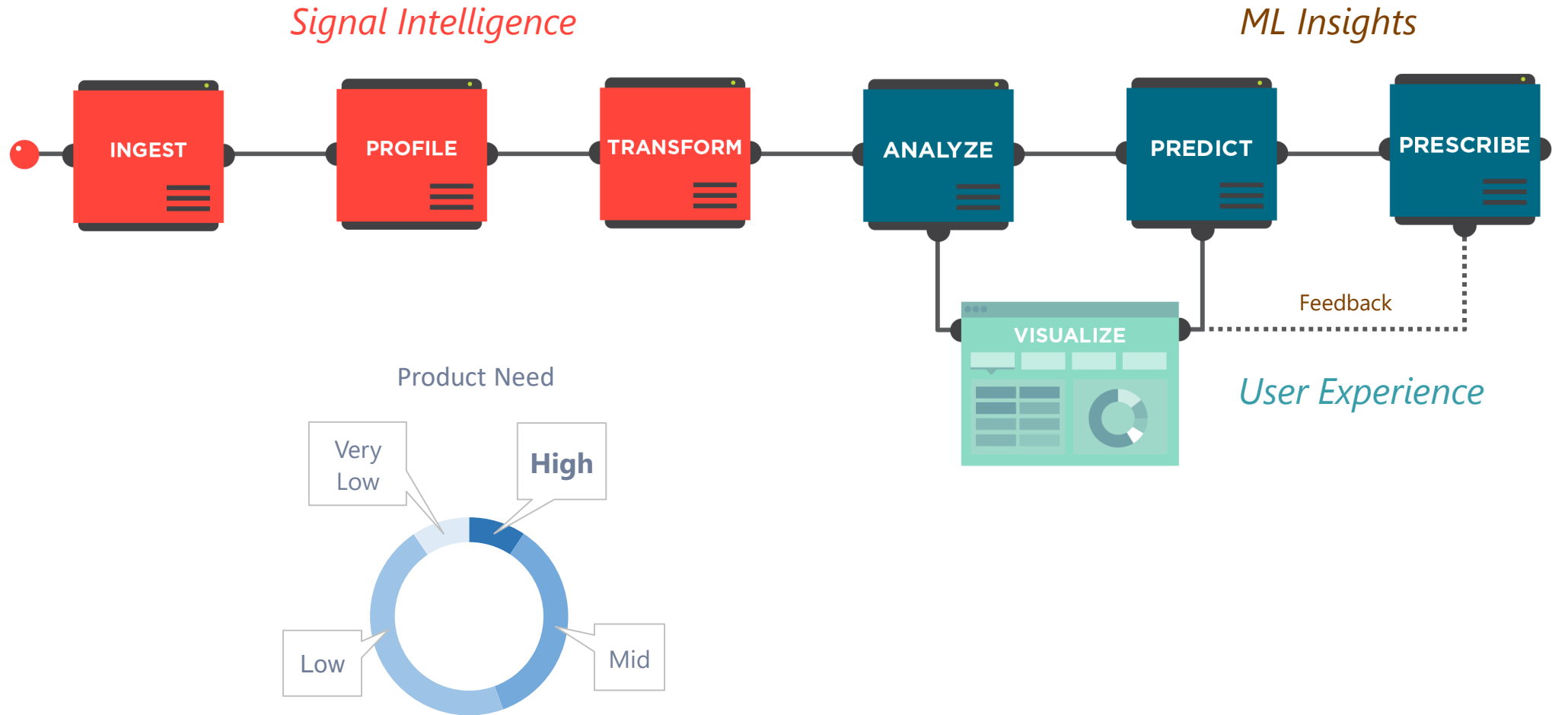


 Industry	Retail, Professional Services, Manufacturing, Financial Services, Public Sector and others; Retail industry specific signals such as Omni channel, Cross channel and Customer loyalty programs; Manufacturing specific signals such as Supplier programs and Business process redesign.
 Business	Digital transformation and mobility initiatives; Department LOB initiatives, Process improvement initiatives; Cost reduction; OPEX vs CAPEX; Regional, national or global; Growth vs decline; Multiple locations; New production facilities; New plant capacity; New product launches;
 People	Local or geographically distributed workforce; Modern workforce, Digital workforce, Mobile workforce, M&A; BYOD, Hiring for specific roles or skills, Leadership changes; Employee satisfaction trends, Strategic growth or People initiatives;
 Tech	Use of web analytics such as Google Analytics and Facebook Analytics, Secured Internet (Https, Firewall usage, Proofpoint, Endpoint protection etc.), Emails (O365, Google Apps etc.), CMS Usage (WordPress, Drupal, Umbraco, Joomla, Magento, DNN, SharePoint etc.), Technology Footprint
 Social	Social Presence, Socially Active on Facebook, LinkedIn, Twitter, YouTube. News and Keywords related to Products, company or Industry; Relevant blogs/tweets/posts; Management quotes; promotions, growth, key initiatives, concerns, sentiments and feedback
 Sales	Historical customer data; Firmographics; Campaign response; Attended events and trade shows; Downloaded gated content (white paper, MSDS, TDS); Attended webinars



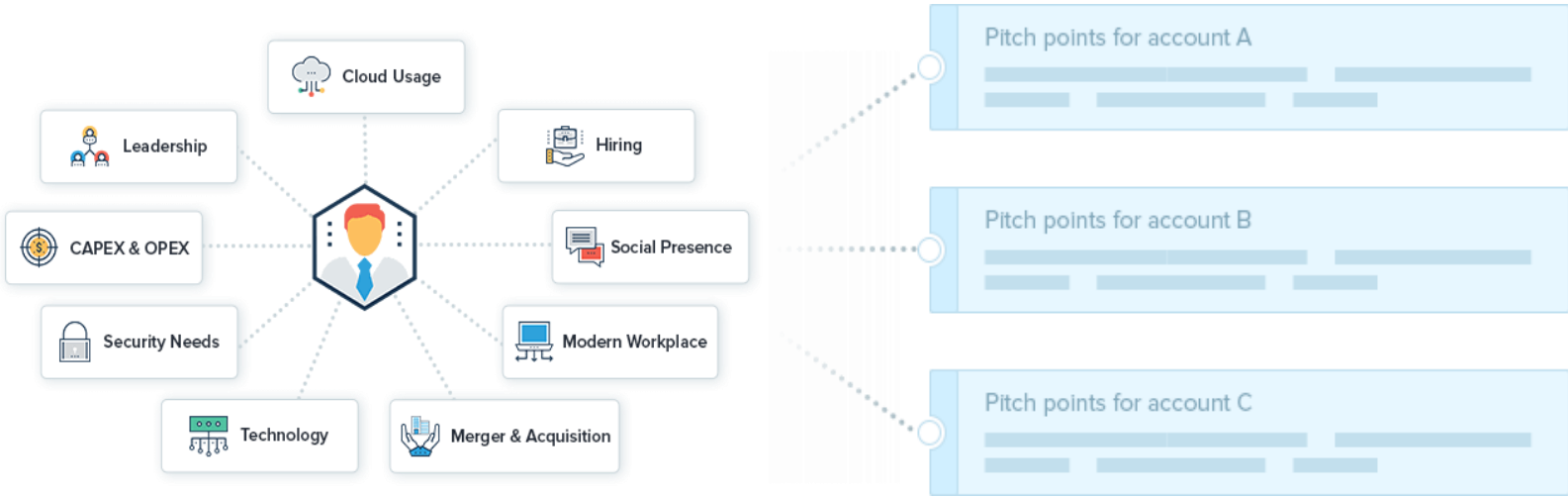
Identify Need for a Microsoft Product

AI/ML Models for Fit and Intent



Storyline Connecting Pain & Need

Create personalized approach from the pitch points



Example pitch points for an account with “High” score

Key attributes	What to look for	Pitch Points
High Cybersecurity Risk	Cloud security, IoT security, Network security, etc.	Azure provides unified security management and advanced threat protection across hybrid workloads
Distributed Workforce	Multiple locations, Remote work, Expansion, etc.	Azure provides high data availability and hybrid scenarios such as Stretch Database to reduce costs
Digital transformation Initiatives	Modernization, LOB process initiatives, Apps, etc.	Azure supports containers broadly, offering multiple deployment options, to modernize the applications



2 How can I use Fiind?

Look Up

Look up your inbound lead or pipeline opportunity on Chrome extension or Fiind platform. Prioritize and Personalize your storyline based on the digital pains.

Search

Build your Master List using advanced filters. Personalize your storyline for multi-touch campaign execution.

Enrich

Enrich your old lists, inbound leads, CRM DB to get digital health scores and need for Workplace. Prioritize and execute multi-touch campaigns

Recommendations

Start Monday morning with AI recommended accounts to accept/reject and plan for multi-touch execution. If positive response, move to Watch List to monitor.

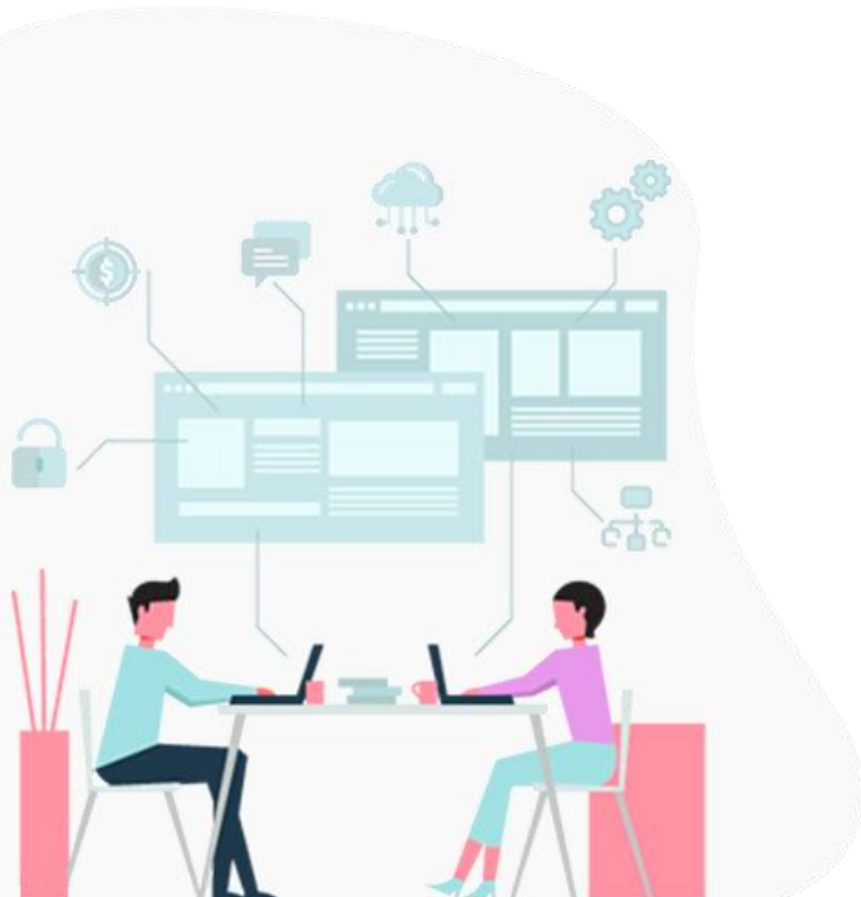
Extensions

Download Chrome extension for on-demand company insights and use CRM and Marketo extensions to directly access your master list

Fiind AI Use Cases

What would you like to know about your Prospect before talking to them?

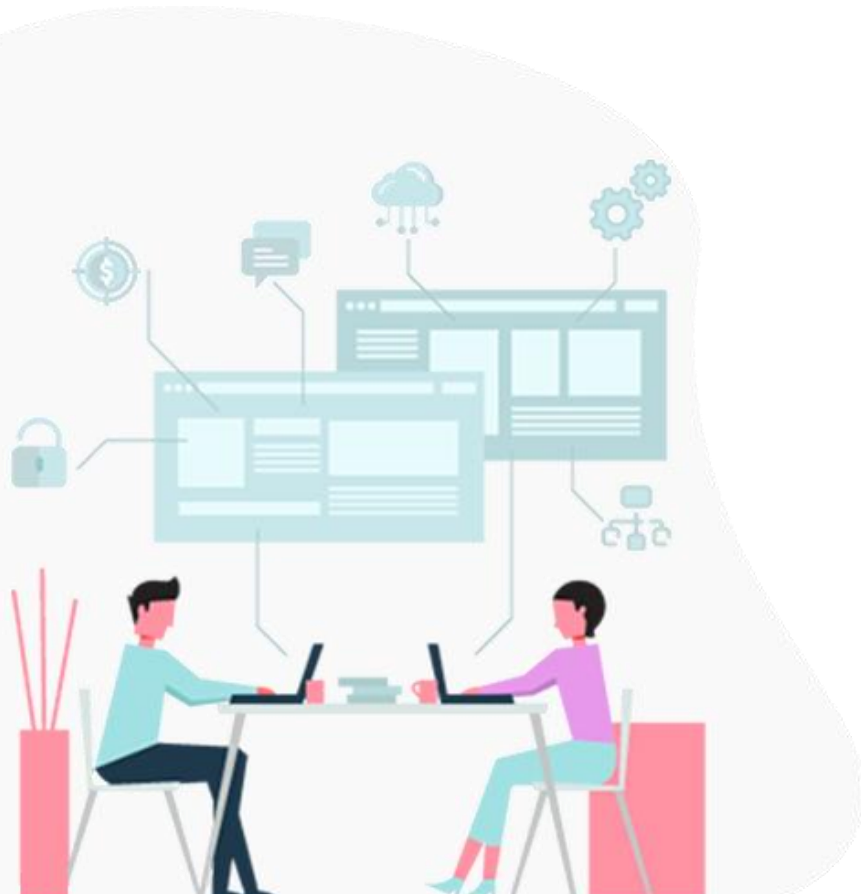
- Digital Opportunity?
- Cybersecurity risk?
- Outdated Technology?
- Looking to Modernize?
- Growth Challenges?
- Competitive Risks?
- Social Engagement?



What would you like to know about your Prospect before talking to them?

Digital Pains?

- + Need for a Microsoft Product?
- + Connect the Pain & Need with a story?



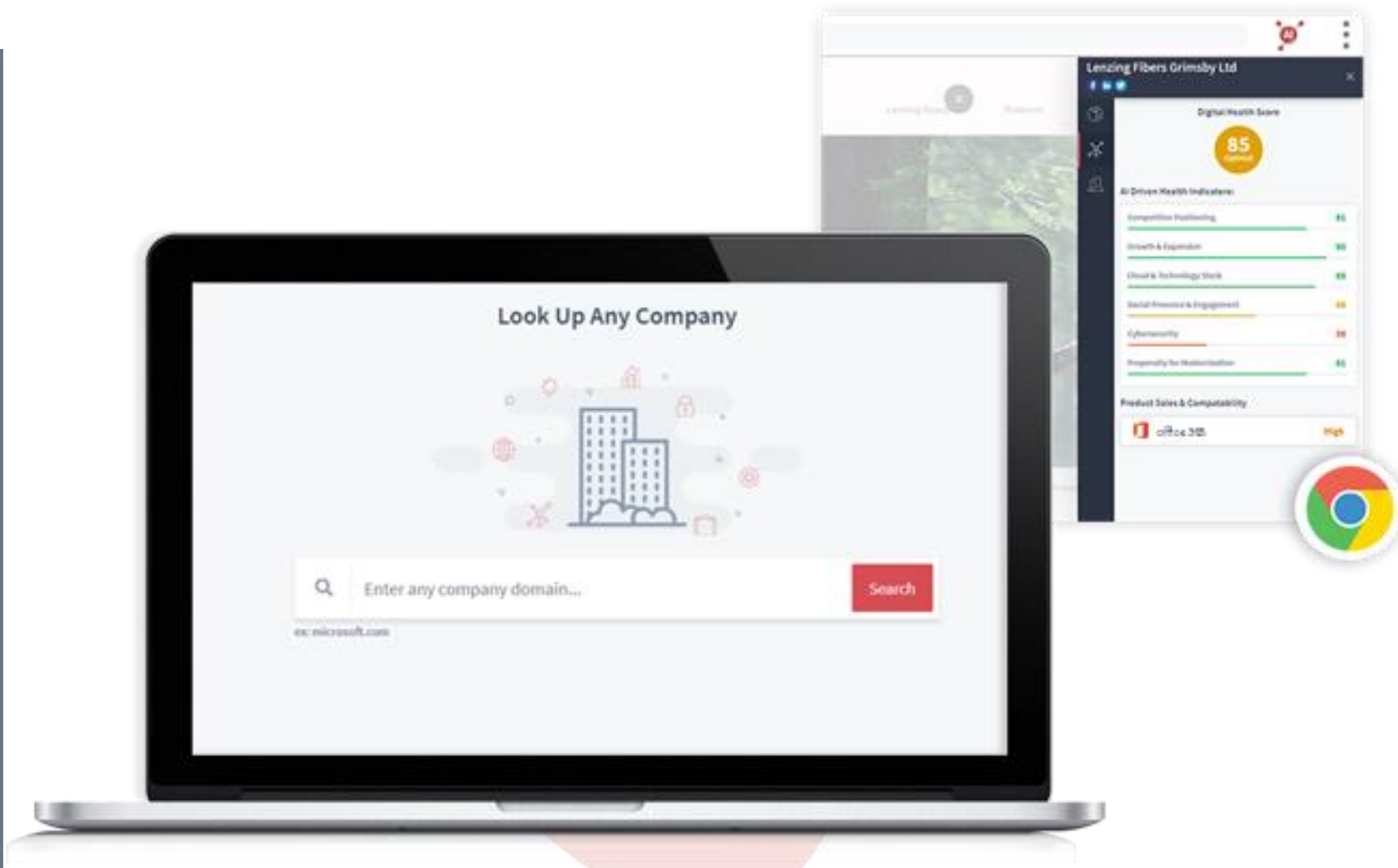


- Did you get an inbound lead?
- Are you meeting someone at an event?
- Did your colleague ask you to talk to a prospect?
- Did you go to their website to learn more but unsure to where to start?



LOOKUPS

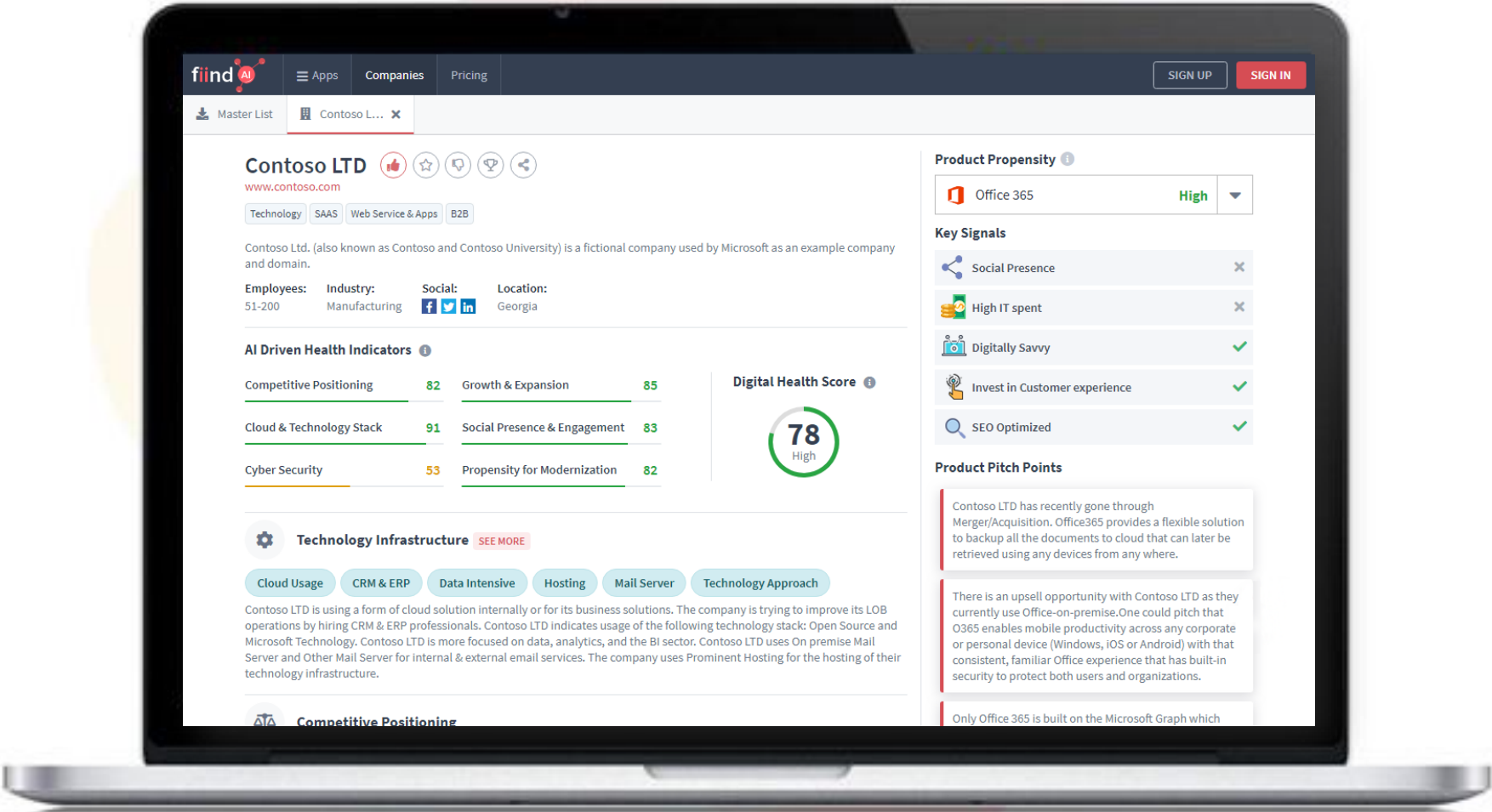
Discover
Opportunities on the
Fiind AI Platform or
the Chrome
Extension





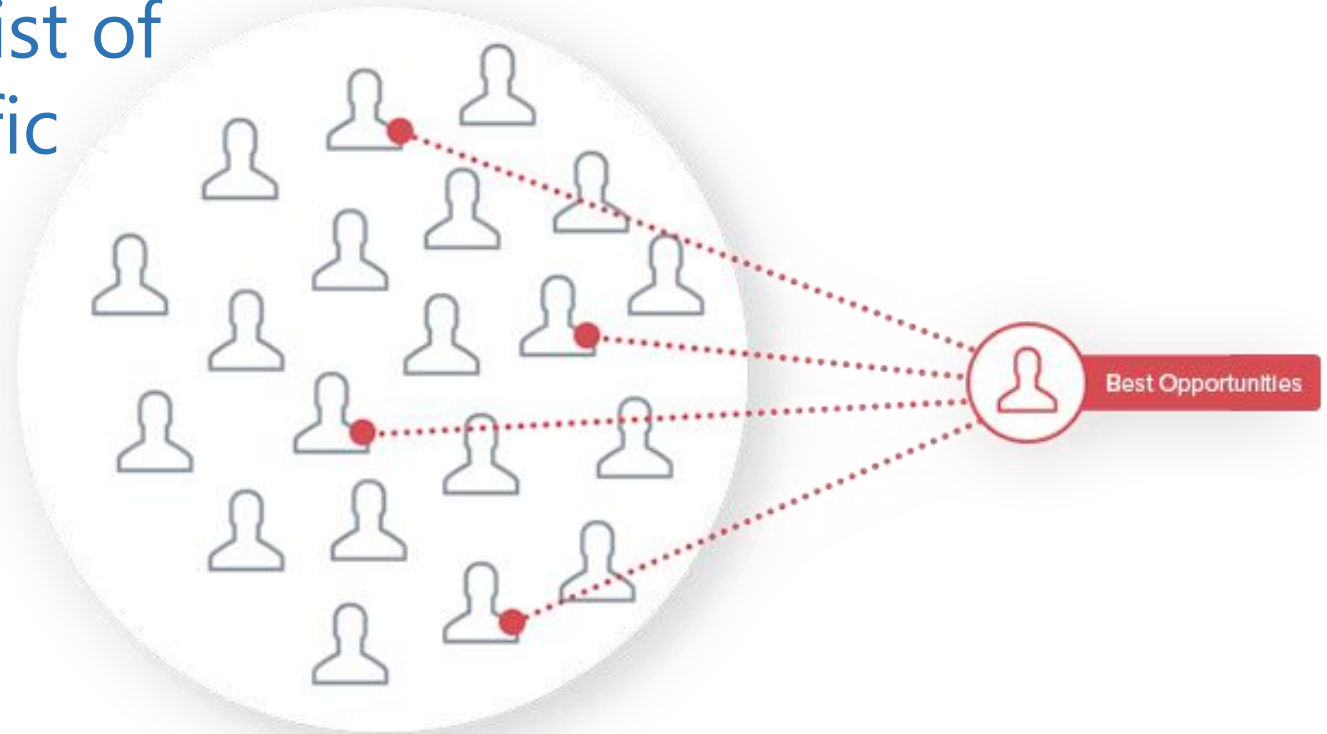
COMPANY PAGE

DIGITAL pain +
Microsoft need +
STORY connection



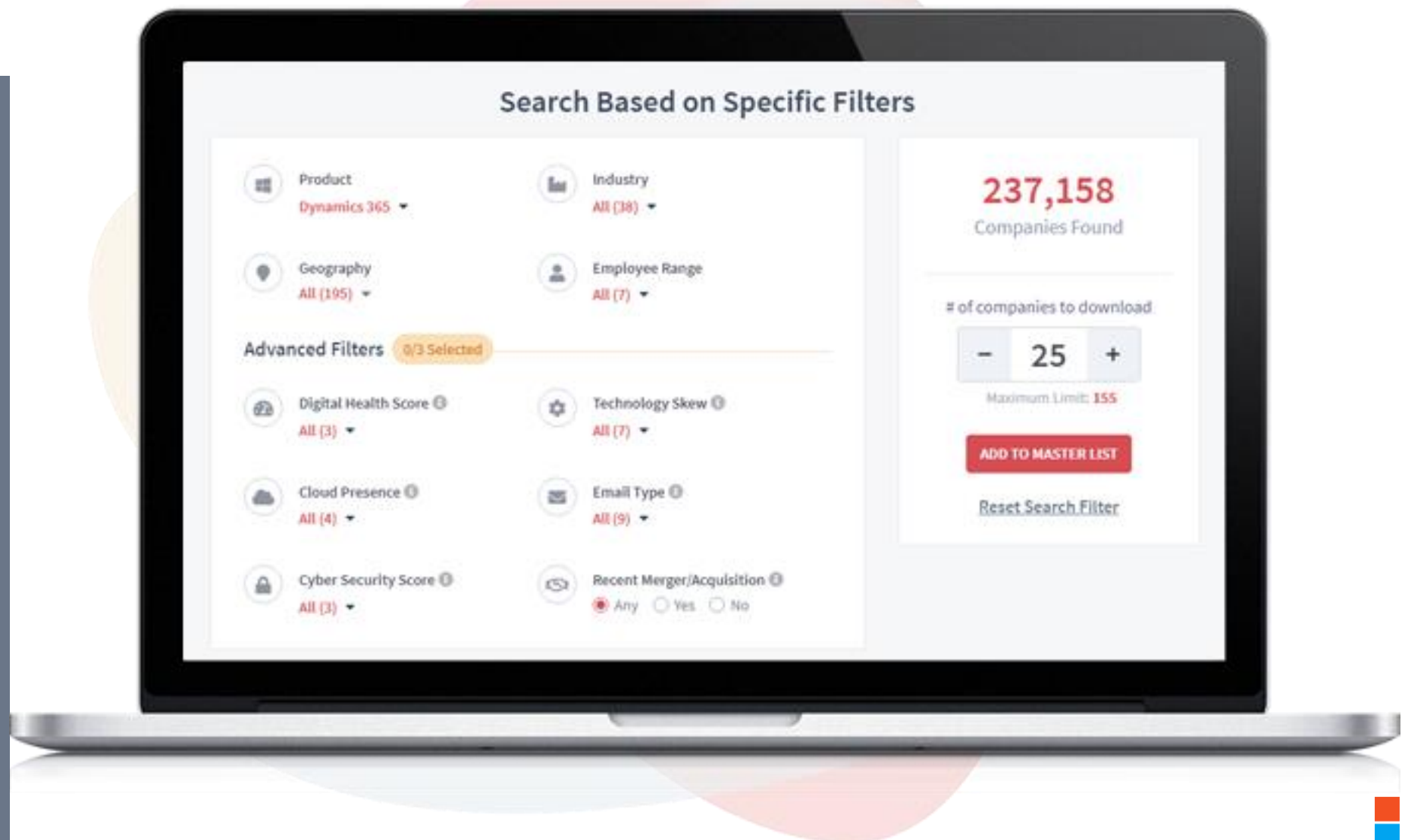
Are you looking for target list of companies that meet specific criteria such as:

- Low Digital Health?
- High Cybersecurity Risk?
- Outdated Technology?
- **AND need for Microsoft?**



SEARCH

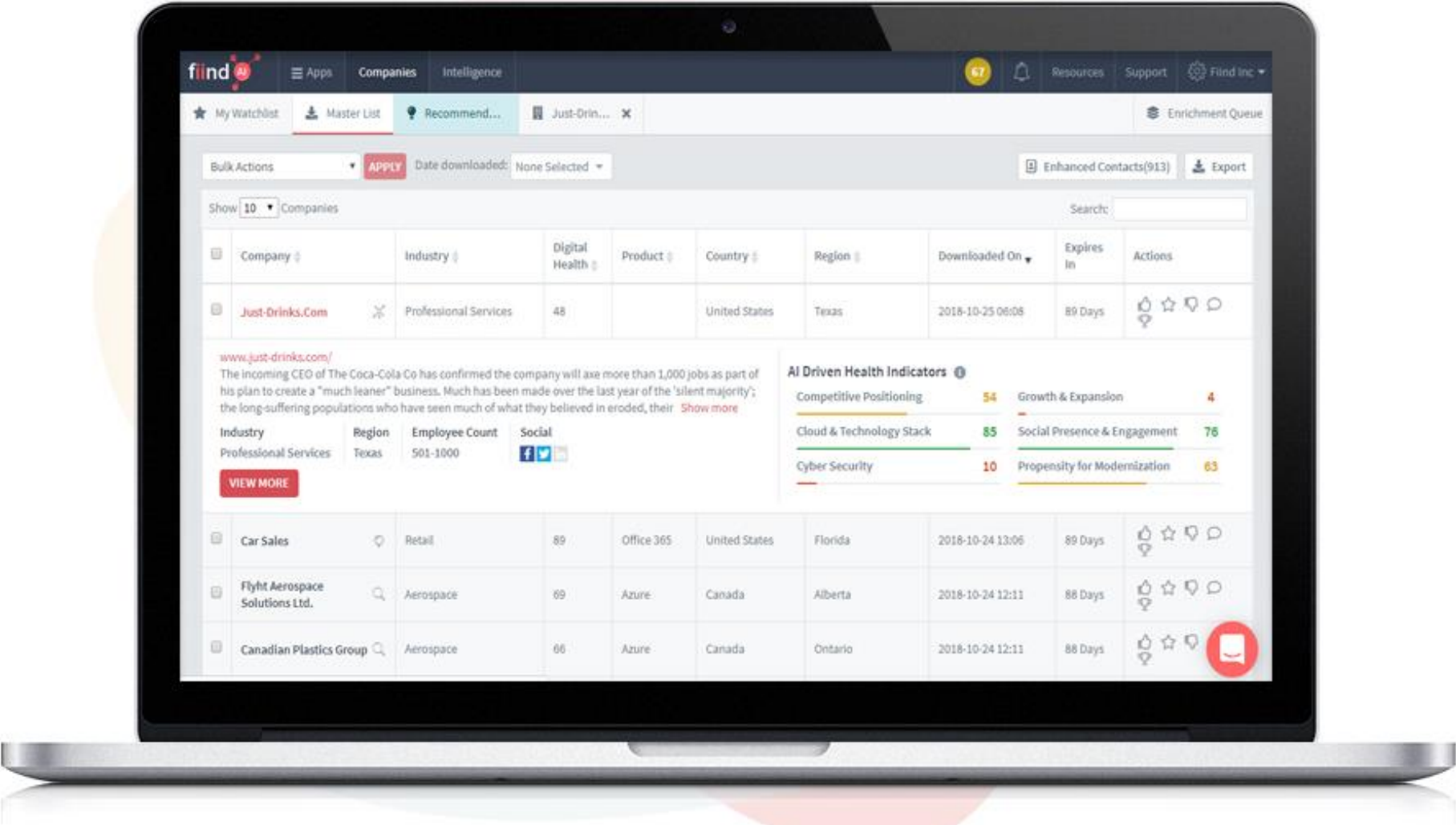
Search by advanced filters to build a target list of opportunities for your solutions

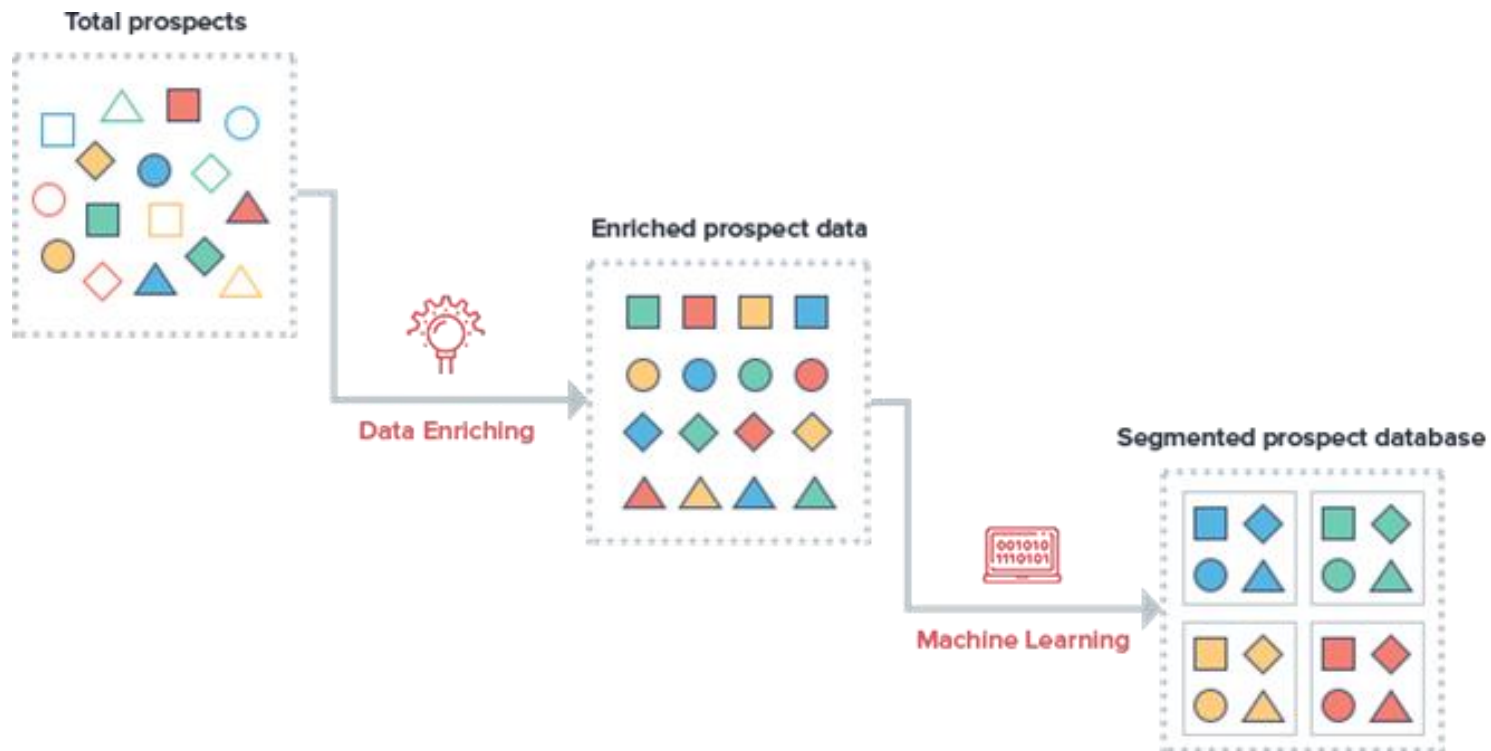




MASTER LIST

Build your master list for planning and execution





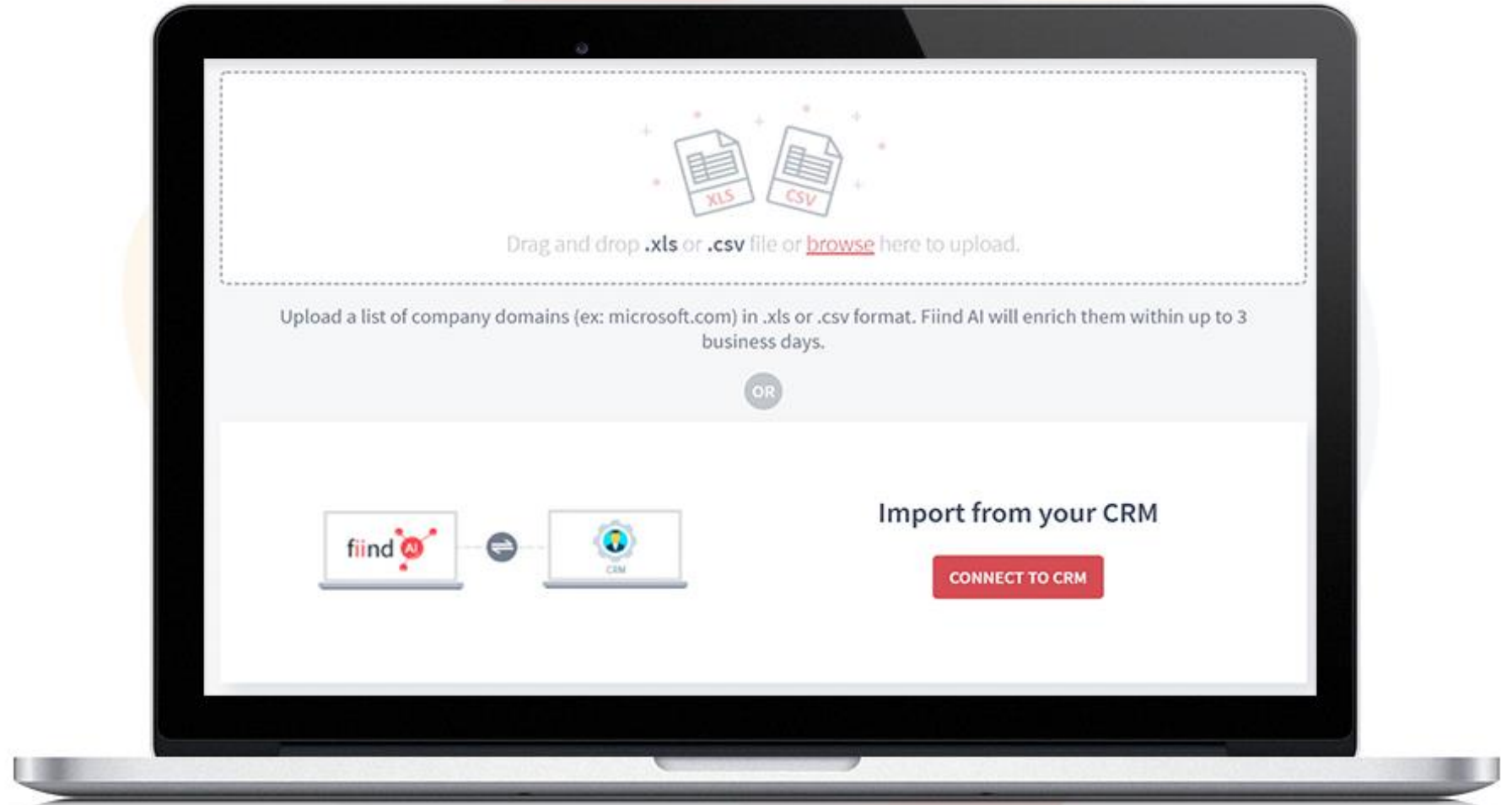
Do you have inbound leads or outdated lists that need to be enriched?

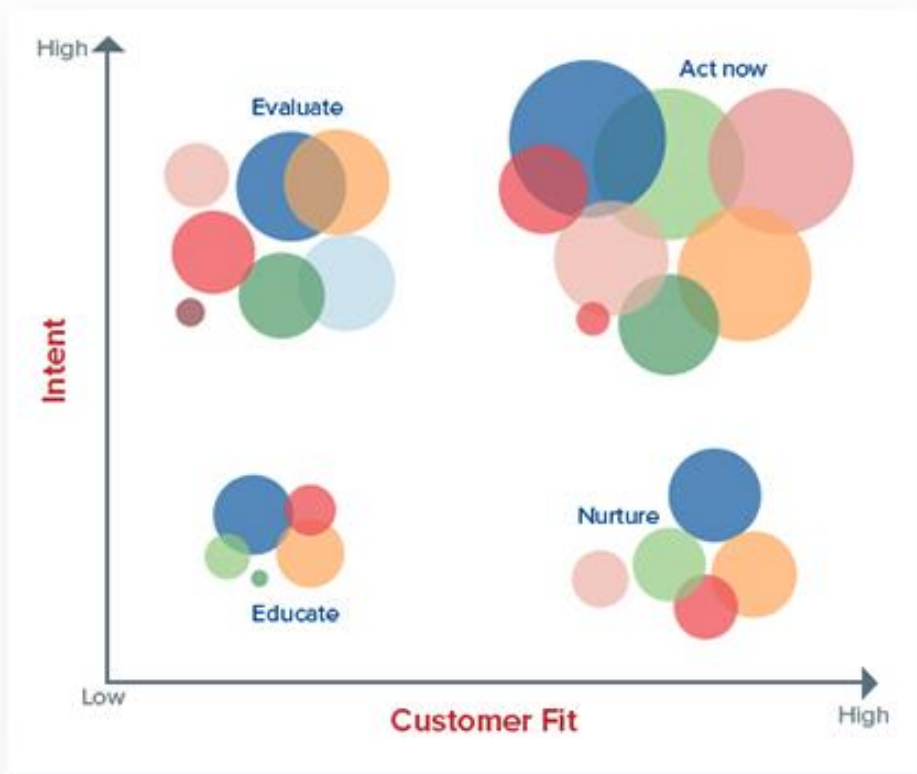
- So you could segment and plan for the right campaign?
- So you could prioritize and spend your \$\$ wisely?



ENRICH

Enrich your old lists
and CRM and breathe
new life into your
pipeline





Don't have much time?

- Want quick suggestions on who to go after?
- Need personalized recommendations weekly?
- Based on your preferences and needs?



RECOMMENDATIONS

Personalized
recommendations
every Monday

The laptop screen shows the 'fiind AI' web application. The navigation bar includes 'Apps', 'Companies', and 'Intelligence'. The 'Recommendations' tab is active, showing a table of 10 recommended companies. Each row includes a company name, industry, digital health score, product type, country, region, and an 'Add to Master List' button. The table is paginated, showing page 1 of 7.

Company *	Industry :	Digital Health :	Product :	Country :	Region :	Action	Download
Agile Network, LLC	Travel & Transportation	76	Office 365	United States	Missouri		ADD TO MASTER LIST
All Heart Homecare Agency, Inc.	Health Care	76	Office 365	United States	New York		ADD TO MASTER LIST
Amphenol Pcd, Inc.	Communication	74	Office 365	United States	Connecticut		ADD TO MASTER LIST
Apt, Inc.	Manufacturing	74	Office 365	United States	California		ADD TO MASTER LIST
Bancroft School/The	Education	73	Office 365	United States	Massachusetts		ADD TO MASTER LIST
BrandVia Alliance, Inc.	Retail	74	Office 365	United States	California		ADD TO MASTER LIST
Car Sales	Retail	69	Office 365	United States	Florida		ADD TO MASTER LIST
Castle & Cooke Mortgage, LLC	Financial Services	75	Office 365	United States	Utah		ADD TO MASTER LIST
Certified Angus Beef, LLC	Retail	87	Office 365	United States	Ohio		ADD TO MASTER LIST
Chc Services LLC	Health Care	75	Office 365	United States	Washington		ADD TO MASTER LIST

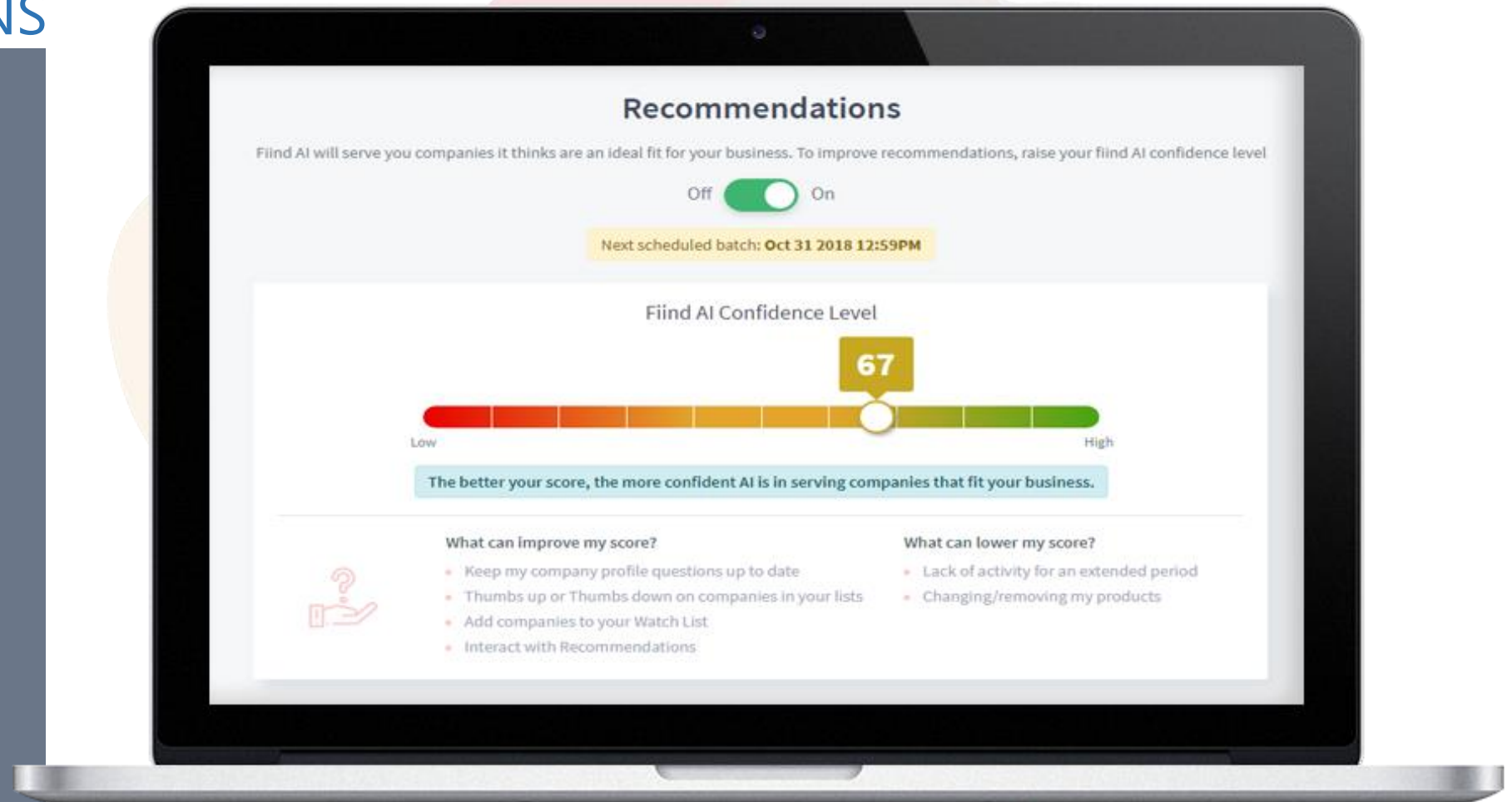
Showing page 1 of 7 (84 Companies)

First Previous 1 2 3 4 5 6 7 Next Last



RECOMMENDATIONS

Fiind AI learns and serves companies to you every week... Keep your AI Confidence Score high for the best results



Do you use these common tools?

- CRM?
- Marketing Automation?
- Chrome?
- Outlook Integration? *(Coming soon)*

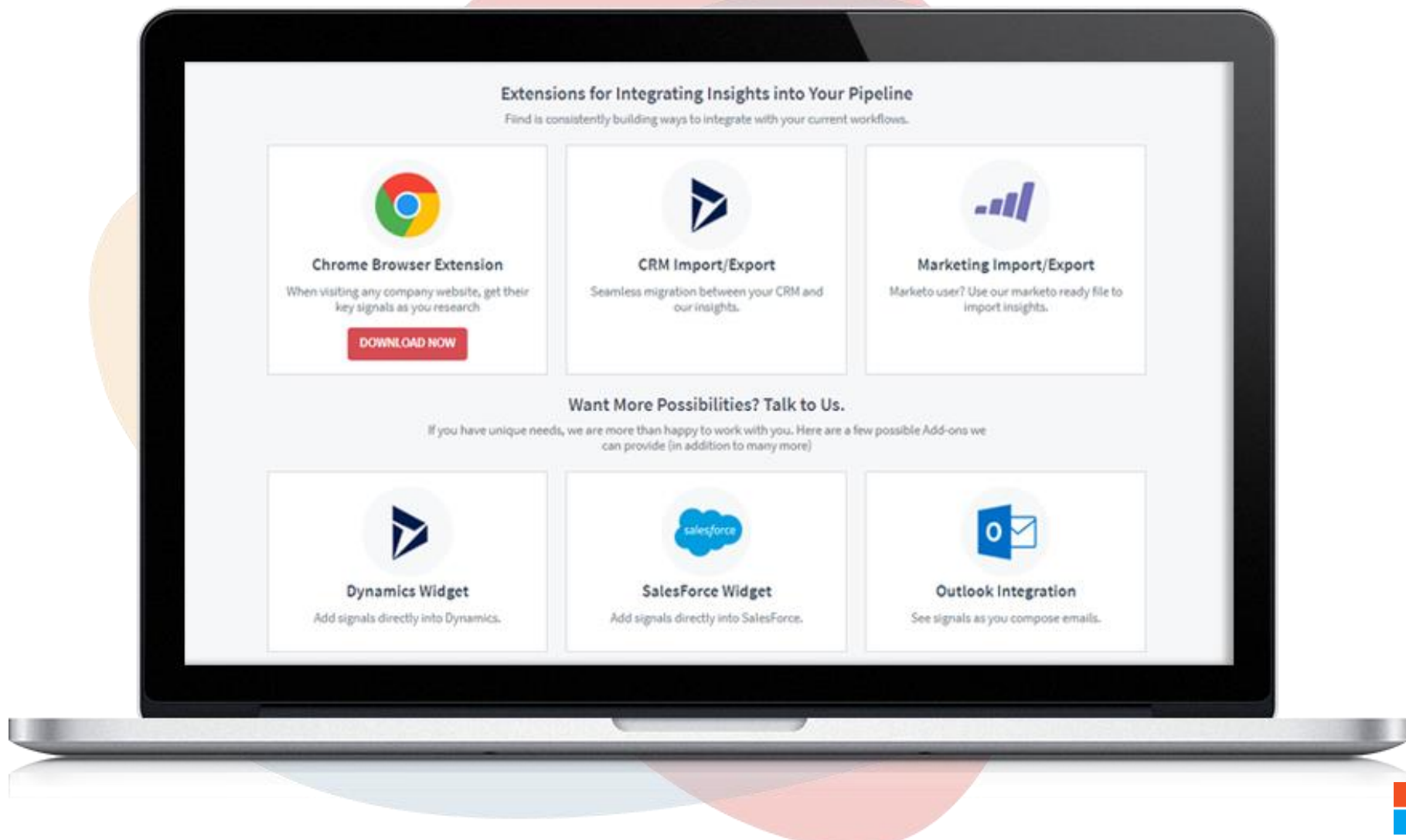


Use Fiind Extensions to access the insights directly in your tools



EXTENSIONS

Easy-to-use
extensions and
widgets on your
everyday tools



Some Success Stories



"Fiind is quickly becoming the starting point of our sales process. With their AI signals, deep insights, and context into customer needs and behavior, we were able to convert 30% of our prospects into viable opportunities. The platform Fiind has built allows us to identify relevant criteria and tailor messaging so our sales team can execute with confidence and most importantly, close more deals."

Husein Sharaf, President / CTO



"Fiind is one of the best providers of customer intelligence in the market today. Fiind used their signal technology to help us find new customers, often just before a formalized project was announced. This helped us set the standard for their needs as we were often the first on those deals. We experienced a 5X improvement in our conversion rates and total integration with dynamics 365 made everything much easier for our sellers." ***Lenny Vercruysse, CEO***



"The Fiind AI is changing the game for our outbound process. We have exponentially more understanding of how our customers behave before and during their buying process. Also, Fiind has enabled us to present our services in new ways—generating several opportunities that we never would have realized otherwise." ***Deb Moses, CEO***

5 ways to use Fiind

Look Up

Look up your inbound lead or pipeline opportunity on Chrome extension or Fiind platform. Prioritize and Personalize your storyline based on the digital pains.

Search

Build your Master List using advanced filters. Personalize your storyline for multi-touch campaign execution.

Enrich

Enrich your old lists, inbound leads, CRM DB to get digital health scores and need for Workplace. Prioritize and execute multi-touch campaigns

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Extensions

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Suggestions on use cases by role

Sales

Recommendations

Start Monday morning with AI recommended accounts to accept/reject and plan for multi-touch execution. If positive response, move to Watch List to monitor.



Lookup

Lookup your inbound leads or opportunities anytime on Chrome extension or Fiind platform. Prioritize and personalize based on their digital pains and needs.



Search

Build your Master List using advanced filters. Personalize your storyline for multi-touch campaign execution.



Marketing



Search

Build your Master List using advanced filters. Personalize your storyline for multi-touch campaign execution.



Enrich

Enrich your old lists, inbound leads, CRM DB to get digital health scores and need for Workplace. Prioritize and execute multi-touch campaigns.



Market Intel

Review the market intelligence insights to plan your GTM by industry, geo or to plan for your content theme.

3 How do I get started? **What I can expect**

- **Apps**

Lookup, Search, Enrich and Recommend

- **Extensions**

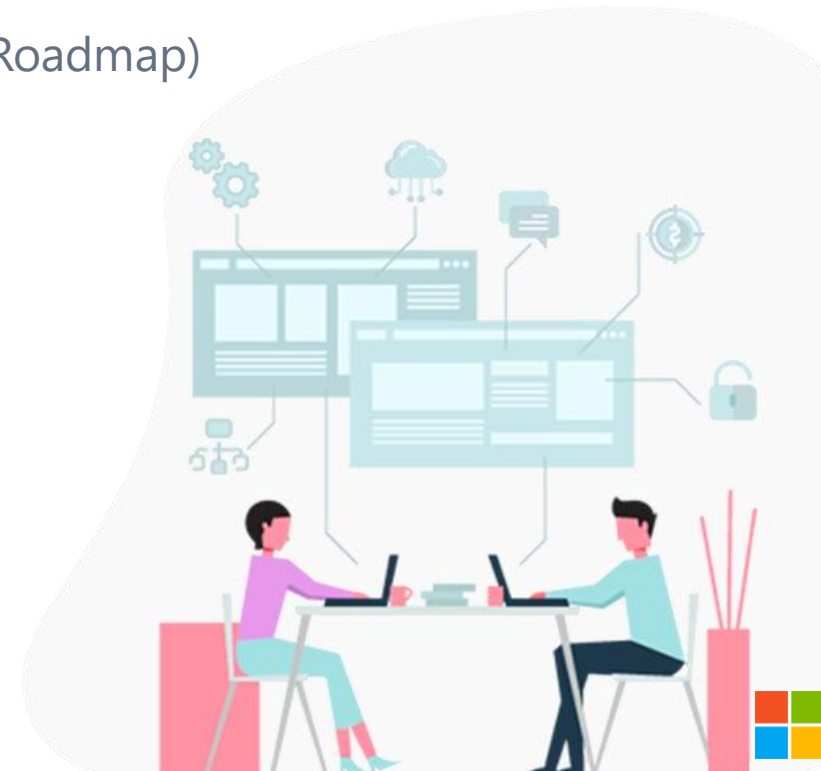
CRM (D365, SFDC), MA (Marketo), Chrome, Email and Others (Roadmap)

- **Market Intelligence**

Refreshed monthly

- **Users and Data**

- 50 High Propensity accounts per month
- Unlimited lookups for digital scores
- All available extensions



Next Steps

1

SIGN UP

<https://mspartner.fiind.ai>

2

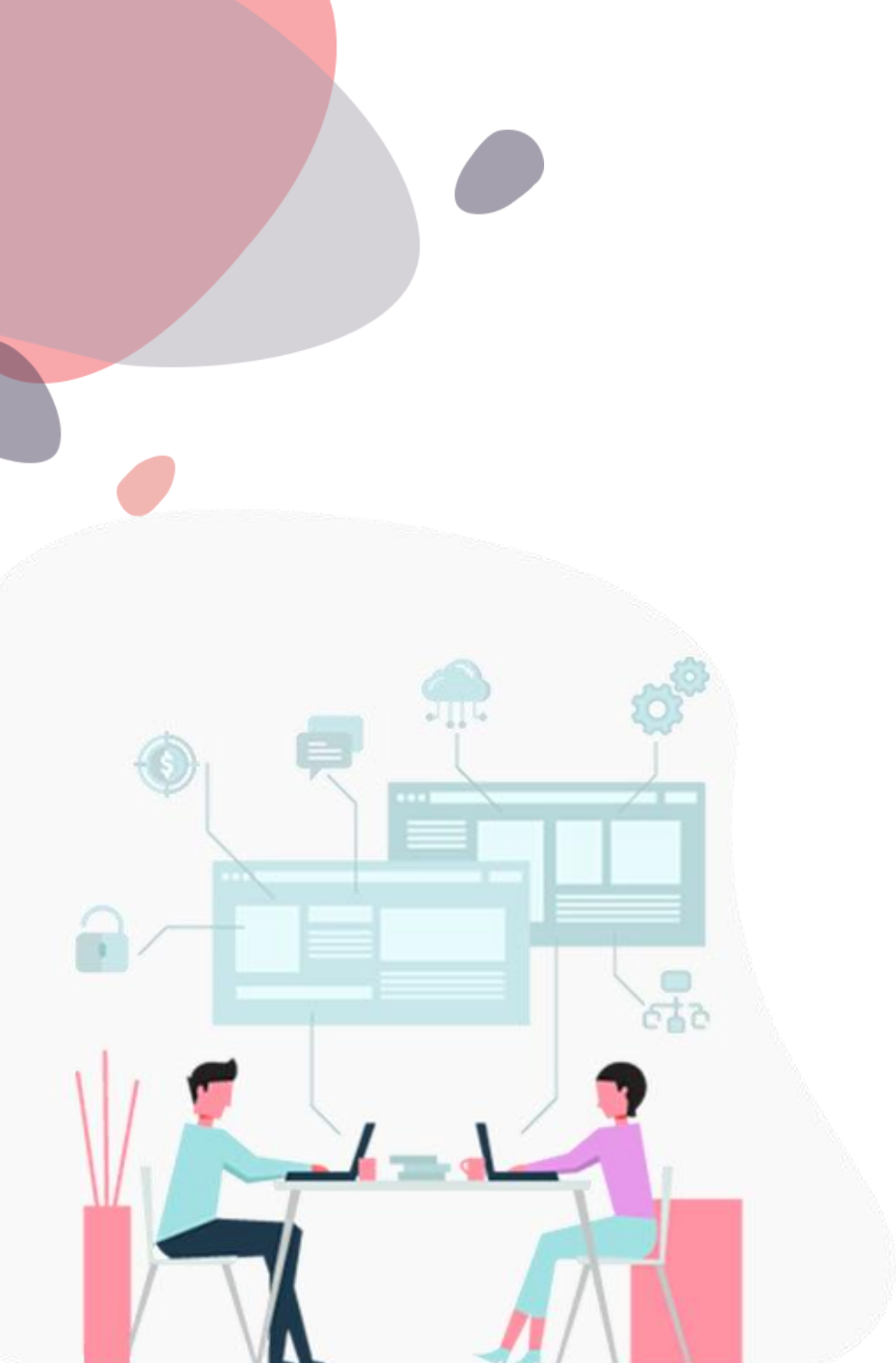
REVIEW RESOURCES

Select Resources tab on the top right of the tool. Reach customer support directly in app or send email for any questions.

3

START USING THE TOOL

Provide active feedback through like/dislike, add to watch list, won etc.



THANK YOU!

<https://mspartner.fiind.ai>
info@fiind.com

