

A photograph of two pilots in a cockpit. The pilot on the right is wearing a white shirt, a yellow tie, and glasses, looking towards the left. The pilot on the left is seen from the back, wearing a white shirt. The cockpit is filled with various instruments, dials, and screens. The background shows a bright sky through the windshield.

QYMATIX

Maximise B2B Customer
Lifetime Value with
Predictive Sales

A photograph of two pilots in a cockpit. The pilot on the left is wearing a white shirt, a yellow tie, and glasses, looking out the window. The pilot on the right is wearing a white shirt and a white hard hat, also looking out the window. The cockpit is filled with various instruments, screens, and controls.

**We are the autopilot of
B2B sales.**

**Our Predictive Sales Software provides
automated cross-sell, churn and price
recommendations for sales reps.**

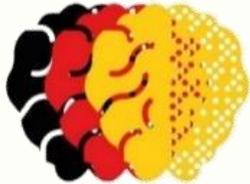
**This enables companies in manufacturing and wholesale
to maximize their customer lifetime value.**



TECHBOOST STARTUP

Ein Programm der 

German
Artificial
Intelligence
Association



 **Forbes** Editors' Picks

New Post 20 hours ago



The Next Frontier Of B2B Sales Is Predictive Analytics

 Larry Myler, Contributor

If only we could predict what predictive analytics has in store for us. It's clear that the technology will continue to drive significant change in the workplace for many years to come. How will you use it to transform your business for the better?



An initiative together with the European Commission's Joint Research Centre



Companies that
trust us:

VOITH

KAMAN

KÄRCHER

SKF

PFISTERER

BASF
We create chemistry

DB

Edenred

VIA

Roland
Berger **B**

orange™



“ Qymatix Software makes customer attrition risks and untapped sales opportunities over hundreds of customers and thousands of products easily accessible.”

General Manager

DACH Market Leader in Manufacturing



ERP-Data



CRM-Data



External Data



Qymatix Software & AI Technology



Assessment



Real-time
Recommendations



API

CRM / ERP
Web-shop
e-mail
...



Klaus Vendemas
Distribution Inc.

← Insights

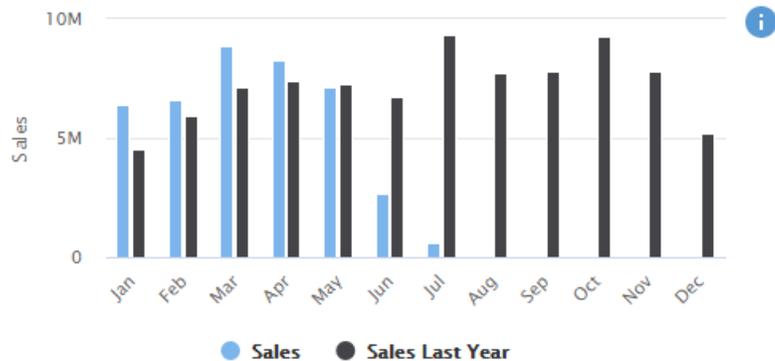
↑ Insights

🏠 Accounts

⚙️ Settings

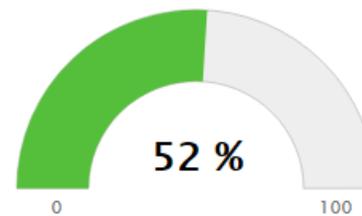
🔍 Help

Total Sales



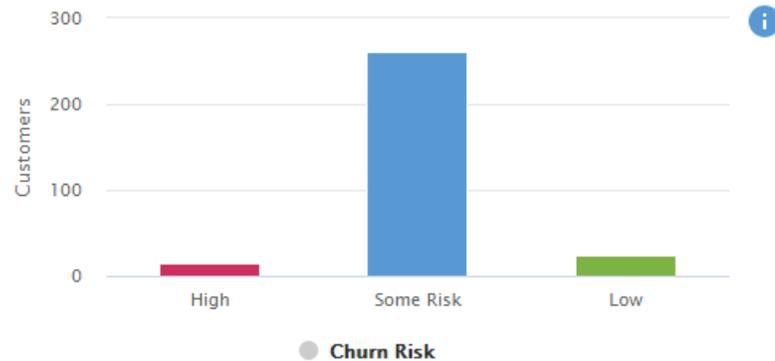
86 066 726.86 / 40 551 443.68 €

Cross-selling



Impact: 44 754 698.04 €

Churn Risk



Impact: 25 246 239.92 €

Price Intelligence



Impact: 2 478 721.74 €

Customers Insights

Price Intelligence



Klaus Vendemas
Distribution Inc.

← Insights: Which customers have unfulfilled Cross-selling sales potential?



Sorted By: Cross-selling - Top 100

Search

Type Customer Name

Walmart

#

HOFA

Exxon Mobil

#

SCHR

Order Customers
Based On Cross-
Selling Potential



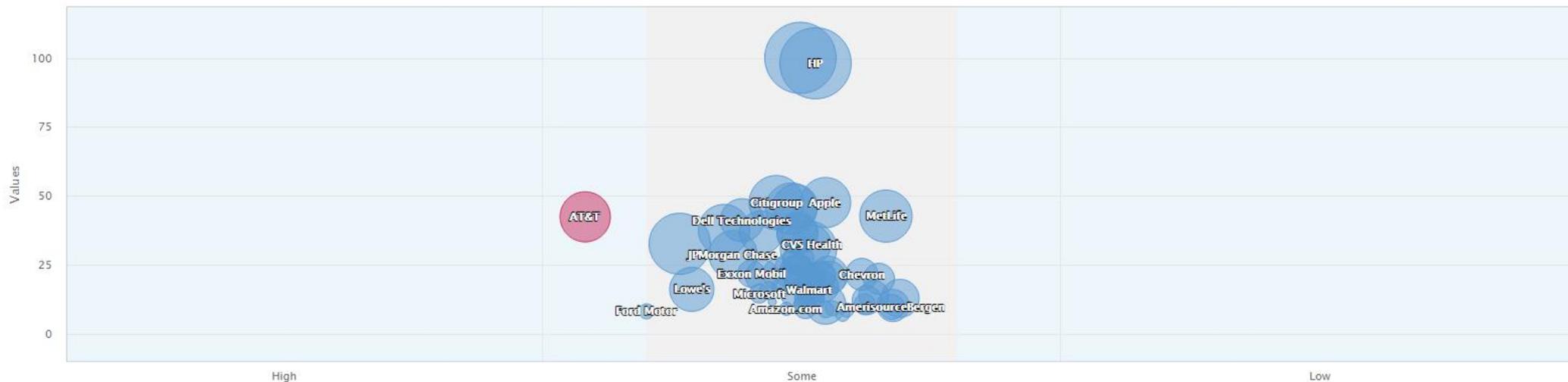


Klaus Vendemas
Distribution Inc.

← Insights: Which customers are at risk of churning?

- Insights
- Accounts
- Settings
- Help

14 Customers With High Risk
261 Some Churn Risk
25 Low Churn Risk
25 246 239.92 € Impact



Sorted By: Churn Risk - Top 100

Search

Type Customer Name

Walmart

#

HOFA

Exxon Mobil

#

SCHR

Order Customers
Based On Attrition
Risk



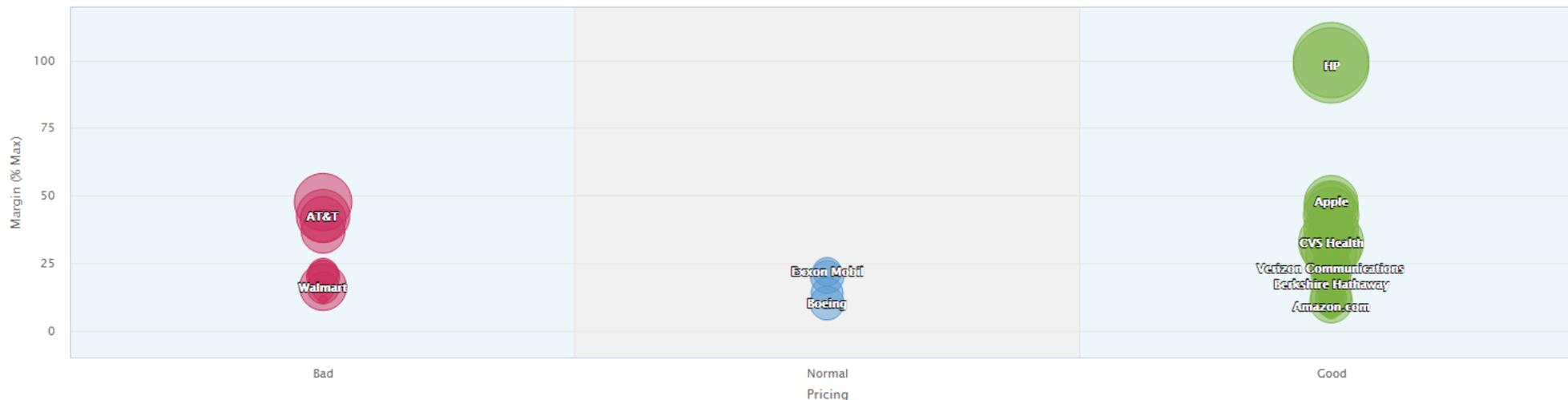


Klaus Vendemas
Distribution Inc.

← Insights: Where can we improve our pricing strategy?

- Insights
- Accounts
- Settings
- Help

| | | | |
|---|---------------------|------------------------|---------------------------------|
| 18 Negative Pricing Behaviour | 52 Normal | 230 Positive | 2 478 721.74 € Impact |
|---|---------------------|------------------------|---------------------------------|



Sorted By: Negative Pricing Behaviour - Top 100

Search

Type Customer Name

Walmart

#

HOFA

UnitedHealth Group

#

THAL

Order Customers
Based On overall
Pricing





Klaus Vendemas
Distribution Inc.



680 482.96

Sales Volume in € 2020

-10 %

Change vs. 2019

January

Strongest Month 2019

February

Weakest Month 2019



Qymatix AI Advisor

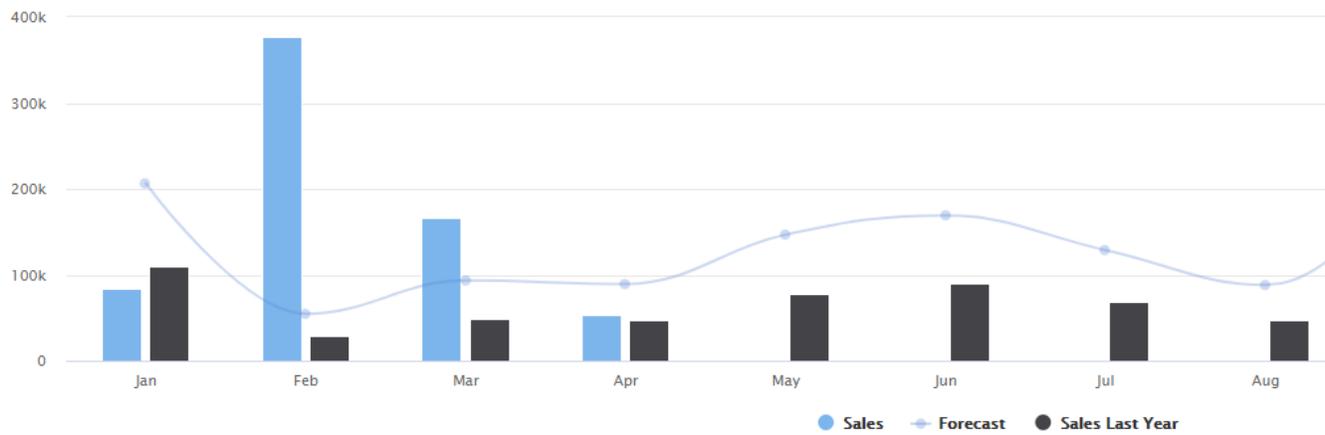
On average, you are more active in other customers than in Estee Lauder. There are signals pointing to the risk of losing this customer. Are you active enough? Your customer base is growing faster than Estee Lauder. You do not seem to be cross-selling here all the products you could.

Can you consider one of these products? - 3051300 3055393 1153804 1153810 1197103 3055380

Pricing

Products
5361061

Suggested price: 66.47 € - 72.99 €



AI advisor & Detailed view of your customer

Increasing CLV in Wholesale & Industrial Distribution

Reducing churn-rate in subscription-based Services

Increasing cross-selling rates in Components Manufacturing

Estimating & forecasting **growth sales potential** in components industry

The Customer

DACH Market leader in **manufacturing and distribution** of drainage technology.

€35 Mio Revenues
1.200 Customers
4.000 Products
20.000 Transactions / Year

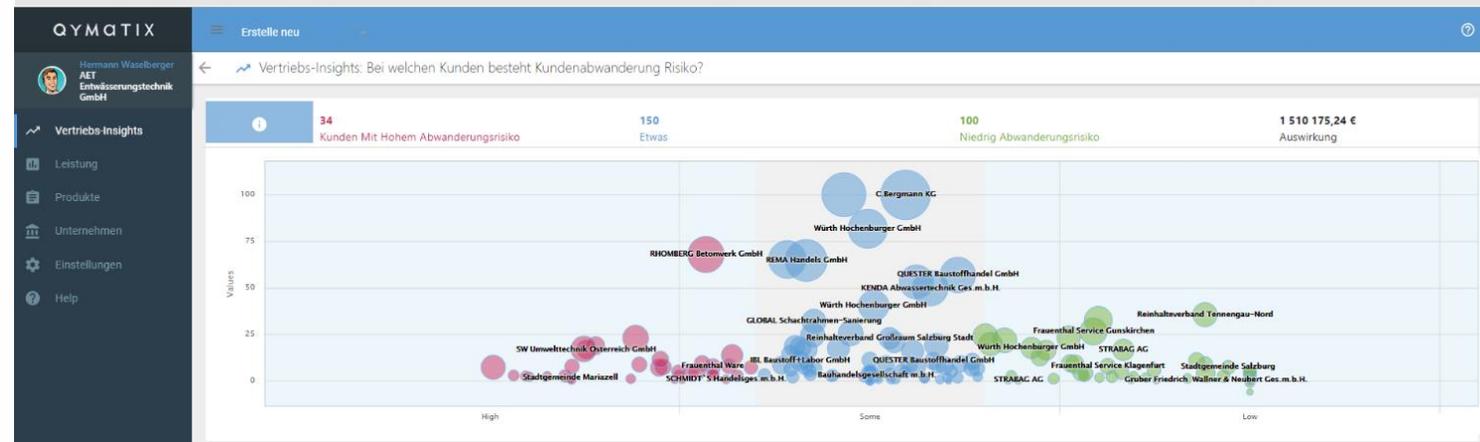
The Challenge

Increase cross-selling, reduce customer churn and adjust prices dynamically in a very conservative distribution channel.

60 % reduction in “surprised” churn

ROI in **90 Days**, thanks to improved cross-selling

Improved pricing and simplified discounting



The Customer

European Leader of Mobility **Services**

€ 52 Mio. Operative Income

50.000 Customers (EU)

350 Services

200 Mio. Transactions / Year

150 Key Account Managers

The Challenge

Reduce voluntary, “hard” and “soft” customer attrition of subscriptions.



Light Fleet DEU-Kunde (Kundennr: 108474) DEU_FI

Übersicht | Stamm | ADR | ASP | Bedarf | Tasks | Bericht | Korr | Produkte | Kart

| Offene ToDo | | |
|-------------|---|-------------|
| Termin | Betreff | Mitarbeiter |
| 05.12.2019 | Attrition Alarm für Kunde 108474 (Te: | |
| 28.06.2019 | Umsatzsteuer ID überprüfen. | |
| 28.06.2019 | Umsatzsteuer ID überprüfen. | |
| | Neukunde im Rechnungswesen erf: REWE | |
| | Sicherheiten für Neukunden überprü FINANZ | |

API-Based Solution

90% Accuracy - **4 months** in advance

Expected Benefits of **2,5 to 4,5 € Mio.** In 3 Years

The Customer

Worldwide **Manufacturer** Leader of Paper Machine and related **services**

200.000 spare parts in the web-shop
> € 100 Mio Yearly Revenue

No measurement of cross-selling potential
High-value business lost to competitors
Spare parts pricing follow a flat cost +

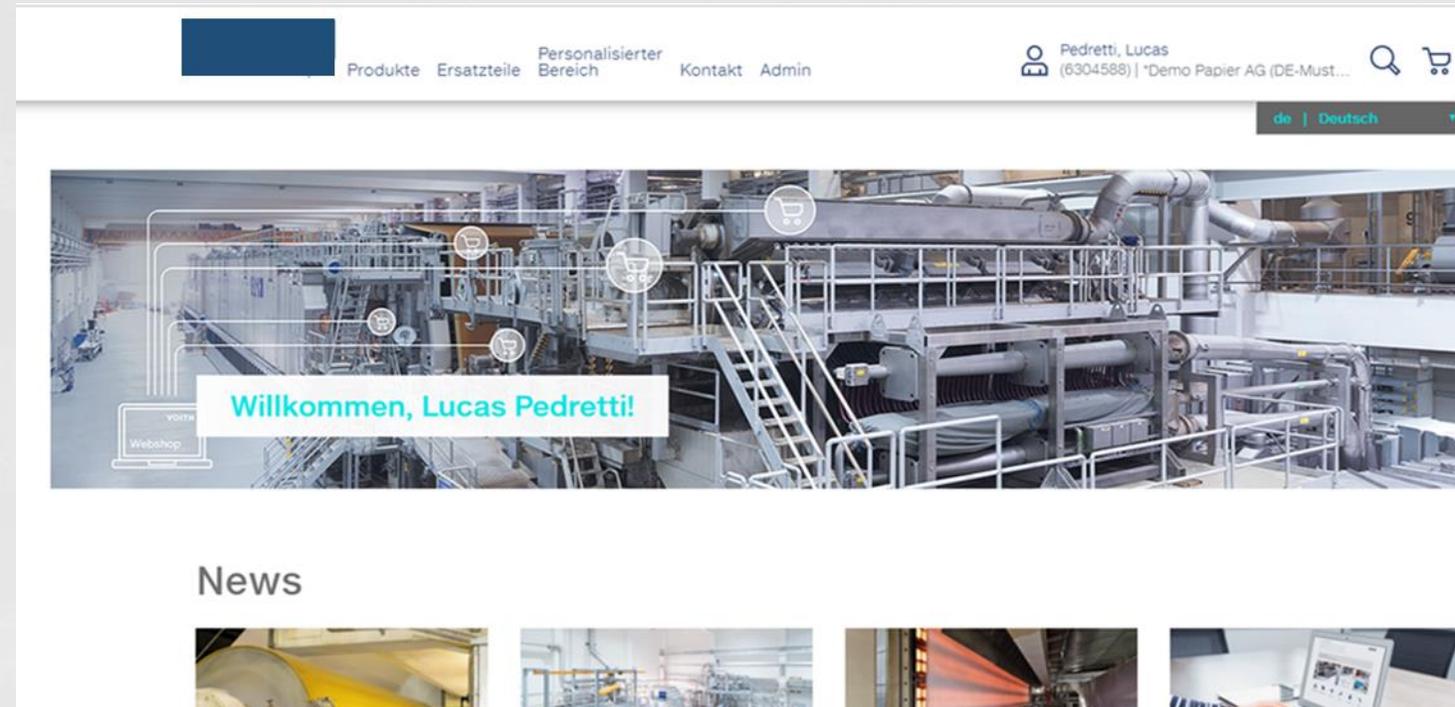
The Challenge

Find cross-selling opportunities in a limited market for machines and aftermarket business and offer the output via CRM and Web shop.

Improving cross-selling by **12 to 20%**

Reducing customer churn by **5 to 20%**

Expected Benefits of **4,5 to 8,0 € Mio.** In 3 Years



The Customer

European Leader of **Components** for high-voltage distribution

4.500 Customers
31.000 Products (7 Segments)
100.000 Transactions / Year
Current Yearly Churn of 37 %
Extreme complex pricing

The Challenge

Need of an assessment overview of sales potential. Find cross-selling opportunities in while simplifying pricing.

Identified high probability **price incr. of 1 - 2 %**

Found **cross-selling potential 6 € Mio.**

50 % Reduction on Customer Churn



The Customer

One of the biggest Austrian energy supply company, offering **subscriptions-based utilities & Services**. Project implemented together with a technology partner.

600.000 customers, industrial and residential, with € 100 average Ops Earning per year.

The Challenge

Increase customer lifetime value by reducing contract cancellations, current early of around 20 %. Only low value retention-investments possible.

Technical Proof-of-Value of your Technology

35 % reduction in customer churn

Benefits of **1,3 to 1,8 € Mio.** yearly

| | | CHURNED | |
|-----------|-------------------------|----------------------|-----------------------|
| | | Yes | No |
| PREDICTED | Customer will churn | True Positive 512 | False Positive 18 |
| | Customer will NOT churn | False Negative 27 | True Negative 1255 |

“ *The PoC was extremely good and clearly showed us the direction in which Qymatix software can create added value. It truly inspired us!”*

**Chairman of the Board
Germany Subsidiary of Global Corporation**