mediafly* Sales - General Overview

November 2019

About Mediafly

Who we are

What we do



How we do it



- Founded in 2006
- Offices in US and EU
- 100+ Employees
- Fortune 500 clients
- Cross-industry expertise
- Global footprint

We help companies

- Improve the buying experience
- Sell more effectively in every meeting
- Drive business growth

- Turnkey solutions to full custom sales apps
- Content Management
- Sales Readiness
- CRM Integration
- Reporting & Analytics
- Al-powered insights
- Advisory Services



Who we work with

























Did you know...









Why?

Sales content is difficult to manage Lackluster sales training and coaching Little to no differentiation in competitive marketplace Sales content isn't optimized to drive revenue Sales content lacks context Ineffective sales onboarding Non compliant or off-brand sales assets Sub-par expanded selling capabilities Can't quantify value at scale Low adoption of sales tools Traditional or inconsistent sales presentations No insight into content usage or consumption

Failure to enable channel sellers

Failed product or campaign launches

Enter: Mediafly

A next-gen sales enablement platform

Giving sellers and marketers a simple and effective way to create, deliver, and analyze engaging sales presentations all from one intuitive sales application.

Stay on-brand

Easily share sales content

Captivate your audience

Identify what content works

Optimize & close more deals

1. Create

2. Distribute

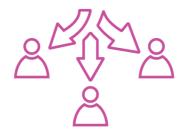
3. Present

4. Report

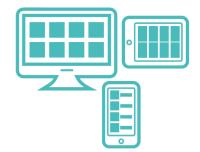
5. Improve



Easily upload, edit and access dynamic content online or offline



Distribute customizable content to your sellers in realtime



Show beautiful, interactive content on any device



Analyze content performance with indepth analytics and reporting



Use data to improve collateral for better customer engagement

Our Solution

Interactive Selling Value-Based Selling Tools Custom Extensions Readiness Insights Reports & Analytics Training **Core Sales** Al Content Coaching **Enablement Platform** Recommendation Learning Meeting Assistant • Impressive Mobile Presentations Next Best Action Share & Track Content User Friendly, Turn Key CMS Secure & Compliant • Integrations Compatible



- Content Review & Recommendations CLOSE Sales Methodology
 - Personalized Workshops
 Assessments
 Best Practices



Essential Enterprise Pro Included: Included: Included: Included Storage: 4TB Included Storage: **ITB** Included Storage: 2TB Personal Storage: 512MB Personal Storage: **IGB** Personal Storage: 2GB Content Management Online/Offline Modes Multi-Platforms Apps Reports & Analytics Role-based Access Control Playlists/Collections **CRM** Integration Single Sign-On Intergration Microsoft Office Online Intergration Google G Suite Intergration **CMS** Intergration Advanced Analytics/ Insights \$30 per user per **Request Pricing Request Pricing** month

Essential: Available Add-Ons

CRM Intergration

Single Sign-On Intergration

ROI & TCO Calculators

Pro: Available Add-Ons

Mediafly Readiness for Coaching & Training

Additional Mediafly Environments

ROI & TCO Calculators

Mediafly ROI & TCO Calculators Gateway

Synthesis FlightDeck

Custom Themes & Extensions

Enterprise: Available Add-Ons

Custom Intergrations

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Synthesis FlightDeck

Custom Themes & Extensions

Model for Delivering ROI

"Do Nothing"

Stick with the status quo

- Sales content stored in multiple repositories
- Sales content distributed via email
- Difficult to manage and scale
- Inconsistent and off-brand sales experiences
- No analytics or support

Assessment

- Affordable
- Little to no return on investment

Mediafly Competitors

Take what you can get

- Long, complex deployment process
- Limited to out-of-box capabilities
- Supports product or feature-led selling
- Visibility into vanity metrics (e.g. views, downloads, etc.)
- Transactional relationship

Assessment

- Expensive
- Uncertain return on investment

Mediafly

Create an Evolved Selling™ experience

- Easy to get started today and scale with your business
- Turnkey sales tools to fully custom sales applications
- Supports transition from product-based to value selling for improved buyer engagement
- Ability to tie sales content back to revenue
- True partner for sales enablement journey

Assessment

- Affordable
- Measurable return on investment





Since we started using Mediafly, our customers have rated their experience higher, citing things like the ability of reps to give them the best information in the moment. Mediafly gives us the ability to design a modern sales experience customers value.

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Tom Stubbs, Director of Capability: Pepsi Beverages sector, PepsiCo



We engaged Mediafly as a partner to help us connect all the pieces of data and information that were around the company because our sales reps were spending a lot of time trying to connect the dots. We wanted a solution that would connect all that information in one space, where they could easily search and find what they needed for their specific needs.

"



Jennifer Tillman, Insight Specialist: SONOCO



We chose a partner who had a deep level of expertise in helping companies deploy easy to use, collaborative, value storytelling and benefit ROI calculators. Within six weeks, we launched out tool to a pilot team and began seeing results.



Doug May, Director: Splunk Inc.





