

certinia



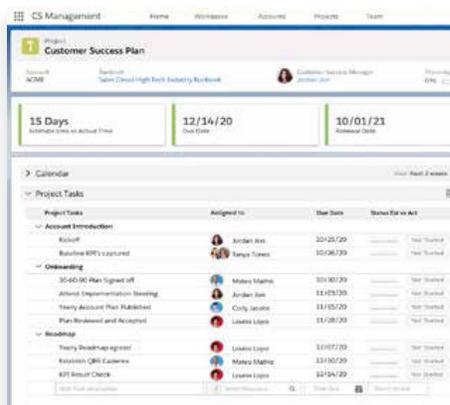
Customer Success Cloud

CS Cloud simplifies and systematizes all Customer Success activities, providing a repeatable, predictable way to gain total control over CS initiatives.

A powerful digital solution that orchestrates customer success best-practices across the entire enterprise

A complete, coordinated picture of the entire customer lifecycle. To date, that's been an elusive goal for Customer Success leaders in SaaS and technology services organizations.

Enter Customer Success (CS) Cloud by Certinia, a brand new solution that is focused on helping Customer Success teams collaborate with their counterparts across the organization to deliver outstanding customer outcomes.



Collaborating across the enterprise

With CS Cloud, teams across multiple enterprise functional areas — from Support to Service to Sales — can collaborate on CS activities end-to-end. That drives predictable, meaningful customer outcomes... ultimately creating a customer-centric company culture.

Gather customer intelligence

CS Cloud provides a complete picture of and unlocks actionable insights into customer engagement — intelligence that can be easily leveraged for future planning and decision-making among current and new CS stakeholders. Among the insights you receive are:

- Revenue streams
- Costs to deliver
- Resource demand/capacity
- Potential future work
- Total lifetime value

Coordinate action

CS Cloud extends the impact of your CS initiatives by transforming insights into action. It ensures that every piece of customer intelligence is paired with the right stakeholders and activities that enhances the customer experience and drives customer lifetime value.

Leverage a simple dashboard

The heart of CS Cloud is an easy-to-use digital dashboard that codifies each of your customer's journeys and optimizes customer success. It delivers a seamless approach to success management by bringing success teams onto Salesforce, your customer platform of record.

Operationalize best practices

By standardizing best practices based on unique customer journeys, CS Cloud gives you and your teams a simple, repeatable, predictable approach to optimizing customer success. It utilizes and continually refines your best-practice templates, accommodating changes and incorporating learnings into those templates on an ongoing basis.

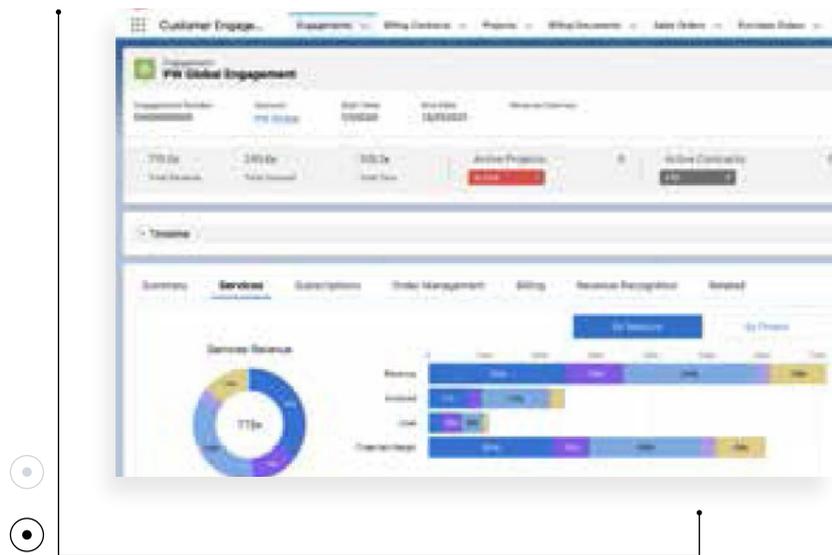
Avoiding “heroic acts of account management”

In conjunction with Certinia's other solutions — Professional Services Cloud and ERP Cloud — CS Cloud can manage your entire customer lifecycle. By identifying customer risks early, it fosters the kind of quick stakeholder response that avoids the need for “heroic acts of account management,” and brings your Customer Success teams onto your customer platform of record--Salesforce.

Taking the next step

For more information about how CS Cloud can simplify and systematize your organization's Customer Success activities, please:

- Contact your Certinia Account Rep or
- Call 1-866-743-2220, or
- Visit Certinia.com



Certinia elevates business growth through a complete Services-as-a-Business solution spanning services delivery, finance, and customer success. Native to the leading cloud platform, Salesforce, Certinia enables organizations to run a connected business, deliver with intelligence, and achieve scalable agility. Founded in 2009 and headquartered in San Jose, Certinia is backed by Advent International, Salesforce Ventures, and Technology Crossover Ventures. For more information, visit www.Certinia.com.

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