

CLIENT: Tangible Consulting

Solutions brochure



World Class Out-of-the-Box Marketing Solutions & Ventures

With tangible results!



What keeps sales & marketing professionals awake at night?

Sales and marketing operations face an exceedingly wide variety of challenges, and the solutions will differ between any two organizations. But as Tangible Consulting we've identified the main pressure points for leadership teams and designed several packages around solving them. These are based on many successful projects, most of them with intentionally active companies, large and small.

Of course, depending on the scenario (such as mergers & acquisition, divestment, growing pains, new business strategy etc.) there is likely to be an element of mix and match, but the packages cover most of the top concerns.

Our goal is not to supplant or replace your existing teams but to fill any temporary skills gaps or capabilities, working in an open partnership.



Flexible sales & marketing services "on tap"

Increasing permanent headcount to deal with short-term or very specific issues is rarely the best answer to these challenges, especially in times of financial instability and economic uncertainty.

Tangible Consulting addresses the various challenges outlined here by assembling a mini task force of experienced sales and marketing specialists. We identify the root causes of the problems you face, tackle them, advise on any talent acquisition options that make sense, and pass on the knowledge that your existing or future colleagues need to move forward.

To meet your needs for hard-to-source talent, we work with a global specialist recruitment agency, Diversity.

And we remain permanently on call should you need our advice in future, or to provide results oriented services "on tap". As much recourse as you need, when you need it, no more and no less.

Before we engage on any project based on our core packages we offer one day's consultancy, free of charge, to identify the best way to meet your needs as quickly and cost effectively as possible.

So please feel free to get in touch without obligation!



Our Solutions



7 Data cleanse & enrichment

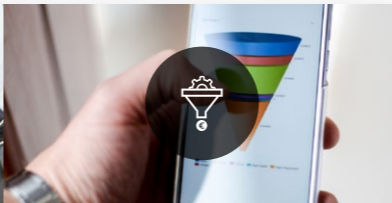

Extract maximum value from your data

Issue: Data is one of the most frequently cited challenges for the marketing and sales functions. In some companies it's actually a people issue, because the business intelligence folks are focused elsewhere, or you lack the right kind of IT talent. Or else it's a legacy problem because customer data is siloed in different systems, leaving you with multiple versions of the truth, no real insight and poor visibility. Perhaps the biggest headache of all is integrating data and systems after a merger. In any case, human error is common but difficult to clear up without data cleansing technology.

Who is this designed for? The request could come from marketing but it's equally likely that it will come from a CIO or CTO who is exasperated with those folks in marketing! Or else a CFO who sees high IT marketing spend with disappointing ROI.

Tangible added value: An external consultant with expertise in marketing data and technology can identify problems that may not be apparent to an insider. Our team includes data analytics experts with vast experience of data taxonomies and integration projects. They will carry out gap analysis, provide market insight and enrich data to support future campaign activity.

Tangible services (typically) deployed: Database review, cleansing, gap analysis, update and enrichment (where appropriate from external sources), data insights and reporting.



5 Shape-up

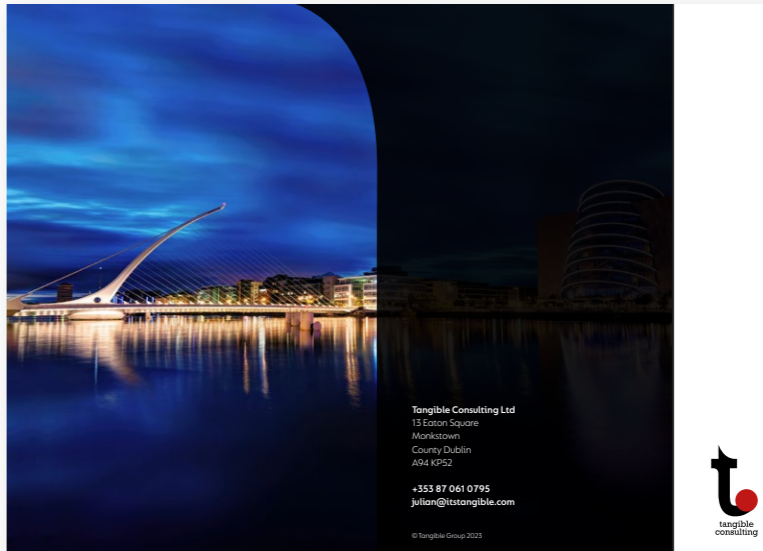

The right talent in the right places

Issue: To cope with ever-changing market conditions, companies often undergo mergers, acquisitions, divestment, downsizing, withdrawal from certain territories etc. Following one of these major changes, your marketing organization needs to shape up for the future. You want to retain your best talent and motivate people, but many of them may need to adapt to new responsibilities if you are to meet your organization's requirements moving forward. E.g. finding the right balance between centralized corporate marketing and field marketing.

Who is this designed for? Any company that is going through a major structural change or challenge and is looking to re-organize the marketing function.

Tangible added value: This can be a very delicate situation that needs to be approached with care, with best interests of both the organization and the talent at heart. Tangible has helped companies to restructure global and regional marketing, for example after a three-way merger spanning four continents.

Tangible services (typically) deployed: Consulting & advisory reporting and talent management and (where applicable) recruitment.



6 Pipeline accelerator

Hot leads must never go cold

Issue: The issue is simple: you are not getting enough sales leads through the pipeline. The cause is more difficult to identify: Hot leads left to go cold? Is there a blockage? Not enough marketing prospects entering the funnel? Poor hand-off between marketing and sales? Inability to distinguish between hot leads and dud? Untrained or inexperienced sales development representatives?


Who is this designed for? This request may come from the top of the organization, typically from the COO, or it could be a frustrated Head of Sales or Sales and Marketing.

Tangible added value: We carry out a forensic study to identify the precise source of the problem to unblock the pipeline and/or create a world class sales operation. We can then offer demand generation services "on demand" to get the leads flowing through the pipeline.

Tangible services (typically) deployed: Sales process review and (re)build, SDR & sales team, Content development for top of funnel.

Tangible Consulting Ltd
13 Eaton Square
Monkstown
County Dublin
A94 12P2
+353 87 061 0795
julian@tangible.com

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Use Case



Tangible contracts analysis

Locate, review, and analyze contracts at scale to increase sales revenue

- Accelerate the contracts renewal process
- Stop revenue leakage
- Relieve the burden on sales, finance and legal teams
- Gain actionable insights for upsell & cross-sell opportunities



Internationally active companies invest a vast amount of effort in creating and managing customer contracts. Sales, finance and legal teams all have their say. Some contracts are stored as hard copies in filing cabinets, others in various electronic formats. They are in different languages and structures, conforming with local legal requirements. They are full of useful data - if only you could get at it!

The whole process of renewing contracts and creating new ones could be made a whole lot simpler, if only you could extract the data easily and automate the process. The key to this is metadata - data about the data in the contracts.

Many firms have their contracts stored in a document management system (DMS) connected to local or cloud storage, managed through locally running software or in software as a service (SaaS) platform. Retrieving the right data from this repository largely depends on correctly tagging the content of the stored contracts (or other documents) with the right metadata.

Why choose the Tangible solution?

Tangible extracts the metadata to deliver quality output

Tangible solves the challenge with the automation of the metadata extraction process from your contracts and other documents.

Your team will then be able to locate, review, and analyze your contracts at scale through the use of the extracted metadata.

This data, uploaded and managed by your DMS or simply stored in a local repository, will enable you to optimize and facilitate the contract renewal process with the ultimate goal of increasing sales revenue. Another outcome is billing verification as we have found cases of revenue not being billed due to the absence or inaccurate capture of metadata.

The project will inform you on:

- What you are offering just offering
- When you are existing
- Where you have revenue leakage
- Types of contract & agreements
- Where you have special terms and conditions in place
- Classification of your contracts & agreements
- When your agreement ends and thus when you should start negotiating renewal or simply sending a renewal notice

A great source of insight

This service will make your contracts a great source of sales and marketing insight, enabling you to take action to ensure customer renewal, or to upsell and cross sell. You will also save a lot of time and mind-numbing effort, especially when confronted with due diligence exercises, for example during mergers, acquisitions and partnerships assessments.

Note that this is a customized service to suit your organization and will thus occupy more than off-the-shelf contract lifecycle management (CLM) packages. Our service can be customized to align with your specific business needs.

The Tangible approach

First, we agree with you on the priority order for executing the project. Typically, the initial focus will be on high-value contracts and/or strategically important customers.

The project then has three phases:

- Phase 1** Classification and clustering of documents
- Phase 2** Metadata extraction from the documents
- Phase 3** Updating the metadata in the contracts database

The goal is to automate the processing of data and documents as far as possible, supported by a remote team of data agents facilitating manual extraction and quality review. This support makes it possible to adjust where the automated process is too complex, fails or isn't accurate enough.



PHASE 1: Classification and clustering

We extract the source data, typically a combination of data extraction from a DMS and optical character recognition (OCR) processing of all documents to create text-based content for the classification process.

This is followed by an analysis of the data using machine learning principles in combination with automation scripts for full alignment with your document structure and content. The classification structure is then determined based on customer-specific templates and four specific dimensions: language, type of agreement, revenue level of customer and contract creation date/range of agreement.

Clustering techniques are applied to identify specific template structures across all documents and identify and report on exceptions that need to be handled manually. A full classification report is then produced based on the defined structure to define, organize and plan the metadata extraction process.

PHASE 2: Metadata extraction process

Metadata extraction will typically be a mix of automated and manual extraction methods based on quantities and priorities.

Automated extraction

According to the existing or agreed classification structure and automated scripting, customized and configured to extract the data present. The extraction process is structured in templates and classes. The technology uses AI/ML approaches with Python Scripting.


Manual extraction

Is performed by a team of agents organized according to language and type of documents, with rigorous and ongoing quality assurance checks being place in parallel.

Testing is then run to identify incomplete or incorrect data extraction results, whereafter the scripts are adapted accordingly. Manual quality assurance measures are then set up to identify errors during the automated extraction process.

PHASE 3: Updating the metadata in the contracts database

When the results have been merged and QA activities completed, the metadata is then uploaded to the master contracts database for analysis and to be leveraged by sales and finance teams.



Case Study **Leading Enterprise Software Vendor**

Founded in 1985 the client is a leading provider of Networked Procure-to-Pay solutions with the largest open e-invoicing network in over 180 countries. Its cloud based technology enables enterprises to fully manage their spend, mitigate financial risk, and reduce operating costs through automation of finance, procurement, accounts payable and accounts receivable processes. The company has helped more than 6,500 businesses in 60 countries move towards 100% spend visibility, which enables better business decisions.

The challenge

In 2022 the company was acquired by a consortium of investors with a view to mapping out the future growth trajectory for the company - one that is built on the strength of its brand, history and market leading capabilities to innovate, quality and continually deliver value to its customers. This required a risk and branch review and analysis of 62,000 contracts stored in the file document management system (DMS) to verify, correct and complete the metadata tagging. The purpose of the exercise was to optimize and facilitate the contract renewal process, with the ultimate goal of increasing sales revenue and better controlling the contract renewal process. All new tagged data needed to be uploaded back into the M-File System where the document hierarchy is being rebuilt for better categorization and references.

The project

The project was conducted according to the three phases set out above. The first two phases, classification and clustering of documents, with a focus on the 18,000 most valuable contracts, and metadata extraction from these documents, were completed by Tangible Consulting in four weeks - exceptionally fast considering the diversity of template formats and the quality challenges of one third of the documents. The third phase, updating the metadata in the M-File DMS, is being undertaken in house. Tangible Consulting's part of the project was completed on May 30 2023, with all 16,000 contracts processed and sorted into 12 templates and nine languages.

Project Highlights

62,000* documents classified using 8 categories, including 7 languages and 10 templates

10,000 Automated Extraction with metadata

65% of processed documents passed through QA in 2 weeks

Which enabled focus on 18,000* active customer documents processed

8,000 Manual Extraction with metadata

*Special focus on renewal terms, price increase dates, termination periods and any amendments to AI with signature, effective and contract dates included in the references for the team dealing with renewals.





Tangible Consulting Ltd
13 Eaton Square
Monkstown
County Dublin
A04 K9P2
+353 87 061 0795
julian@tstangible.com

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