



How Can You Streamline Net Retention? Let Us Count The Ways



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How To Streamline Net Retention

Got to start where the problem is.....

Issue #1:

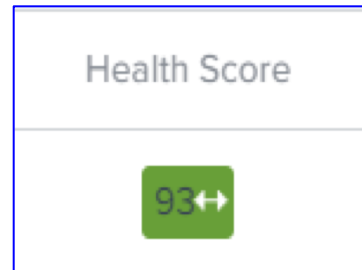
Our Retention forecast reviews indicated gaps around stakeholder engagement, relationships and expansion opportunities within the account which is critical for future performance.

Issue #2:

Sales and Account Management did not have a formalised process to coordinate internally to protect and grow the revenue and customer loyalty in the account.

Further Analysis

- The more we sold to clients the better retention we had
- The Health Score within Gainsight helped us to predict which of our customers will continue with us



- We looked at our customer universe to understand where potential revenue sits in

X+Upsell overlay sales model

Structurally we have a team solely focused on Retention and another Team focused on Upsells & Cross Sells

- Background and overview
- Overlay sales model to drive +/- sell - strategic objective
- Clarity of roles; AM focus retention / CS focus expansion
- Partnership approach and close collaboration with AM - pods
- Portfolio management and approach
- Ways of working / Engagement

Introduced Account Planning

Helping Sales and Account Management bring together critical information about our customers, our competitors and our strategy to retain and grow business with our existing customers.

- To uncover and win Opportunities for up selling and cross selling
- To identify, build and retain high value relationships within customer organisations
- To be seen by our customers as a trusted advisor and not as a reactive customer service department

Additional benefits of Account Planning

- Helps retain customers over our competitors
- To understand the true problems that face customers and what impact PatSnap might have

Outcomes

1. Increased understanding of the Customer's Business
2. Better Executive Access
3. Better Customer Loyalty
4. Increased Renewal Rate
5. Increased Renewal Size
6. Solution penetration goes up
7. Growth from Upsells and Cross-sells

Indicators to help identify Upsell, Cross Sell

1 of 3

Customer Landscape

- What is our current history with the customer?
- Where are they investing?
- What are they counting on to grow?

This screenshot shows a customer profile interface. On the left is a sidebar with navigation links: Search, Summary, Attributes (highlighted), Scorecard, Usage Data, Support Tickets, Cockpit, Contacts, Sponsor Tracking, Academy Users, and Legacy Activities. The main content area has a 'Comments' section at the top with the text 'Recently renewed, in good place'. Below this is an 'Attributes' section with a table of customer data. An 'EDIT ATTRIBUTES' button is located at the top right of the attributes table.

Attributes			
Billing Country	United States	Dun & Bradstreet Industry	---
Billing State/Province	Colorado	No of Employees	1001-5000
Parent Account ID Name	Danaher Corporation		
Account Description	---		

Implications for your Company

- What are your customers strategic initiatives?
- What strategic initiatives do we help support today?
- What further strategic initiatives could we further support?

This block contains two screenshots from a CRM system. The top screenshot shows a 'Select types' dropdown, a 'Search Activities' bar, and a list of activities. The bottom screenshot shows a detailed view of a note titled 'Executive Business Review'.

Activities List:

- New PatSnap Account Manager - review ...** (AB) | Andrew Barrowman | 08/07/2019 11:15 | Dear Mike, Hope you're well. On a separate note I've just recently this week assigned as your new full term Account Manager and wanted to introduce n
- PatSnap Schedule Training** (MJ) | Manuel Jaraba Mendez | 10/06/2019 12:59 | Hi Michael, This is Manuel from PatSnap Technical Training Team. I hop finds you well. I am reaching out on behalf of your Account Manager, A
- Re: PatSnap - Checking In** (AB) | Alex Evans-Finnigan | 03/06/2019 16:48
- PatSnap - Checking In** (AB) | Alex Evans-Finnigan | 03/06/2019 13:43
- PatSnap - Checking In** (AB) | Alex Evans-Finnigan | 03/06/2019 09:41
- REMINDER TO SCHEDULE: Patsn** (MJ) | Manuel Jaraba Mendez | 22/05/2019 10
- PatSnap / Hach Lange Schedule T** (MJ) | Manuel Jaraba Mendez | 20/05/2019 11
- Quarterly Catch Up** (MJ) | Alex Evans-Finnigan | 14/05/2019 16:51
- Client Priorities - From Account P** (MJ) | Alex Evans-Finnigan | 14/05/2019 16:48
- PatSnap // Support // Quarterly R** (AB) | Alex Evans-Finnigan | 19/03/2019 12:23
- 2019 strategy call and renewal di** (MJ) | Alex Evans-Finnigan | 29/11/2018 17:25

Note View Details:

- Subject:** Enter here
- Activity Date:** 04/11/2019 2:32pm
- Internal Attendees:** Tarnjeet Nandra
- Search Users:** [Search bar]
- External Attendees:** [Search bar]
- Status:** Enter here

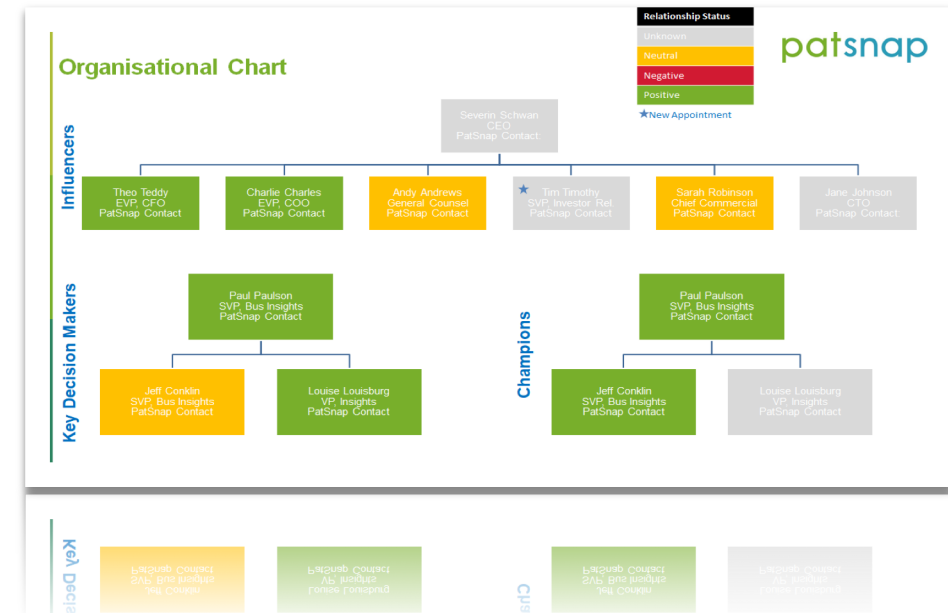
Indicators to help identify Upsell, Cross Sell

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Organisation Charts

- Who do you need to align to?
- Where are the influencers investing ?
- Who are the budget & contract holders?
- Who ensures the customer has a good perception of us and how can you increase that support?
- What is our relationship Health?

Full Name	Email	Title	Business Phone	Decision Maker	PatSnap User	Role	Action
Corinna Henschke	corinna.henschke@patSnap.com	Director of R&D	+49 (0) 215 12 88 0	false	false		✓
Dennis MacFarland	-	Manager of Chemistry - R&D	+49 (0) 215 12 88 0	false	false	R&D	✓
Dennis Chabert	dennis.chabert@patSnap.com	Research and Development Project Mgr	+49 (0) 215 12 88 0	false	false	R&D	✓
Serge Hengst	-	COO	-	false	false	Other (Fit in Below)	✓
Fred Bensch	fred.bensch@patSnap.com	IP Counsel - Technical Support	+800 455 2222	false	true	IP	✓
Hans-Joachim (Bert) the Company	hjoachim@patSnap.com	Sr. IP Counsel	+1 800 227 4224 x 2542	false	false	IP	✓
James Henslage	jhenst@patSnap.com	Senior Product Innovations	+1 870 663 1517 ext. 2093	false	false	Innovation	✓
Jon Hens	jonhens@patSnap.com	Chief IP Counsel at Danisco	+1 978 380 4488	true	true	IP	✓
Wolfram Chabert	wolfram.chabert@patSnap.com	Chemistry Engineer of Research and Dev	+49 (0) 215 12 88 0	false	false	R&D	✓
Kornelje Zepic	kornelje.zepic@patSnap.com	Vice President R&D North America	+1 225 546 4217	false	false	In a management role in R&D	✓
Mike Carabba	mcarabba@patSnap.com	Global Director - Open Innovation	-	false	false	Interested in IP but none of the above	✓
Max Sengen	maxsengen@patSnap.com	Senior Research Engineer	+1 949 820 2817 (PST)	false	true	R&D	✓
Reiner Hengst	reinerhengst@patSnap.com	Global CTO	+1 800 227 4224	true	false	IP	✓
Serge Hengst	serge.hengst@patSnap.com	Director R&D	+1 225 546 4217	false	false	In a management role in R&D	✓
Sara Schuler	-	IP Strategist	+1 915 663 1517 ext 2544	false	false	IP	✓
Volker Henschke	vhs@patSnap.com	Senior Scientist	+1 915 663 1517	false	true		✓

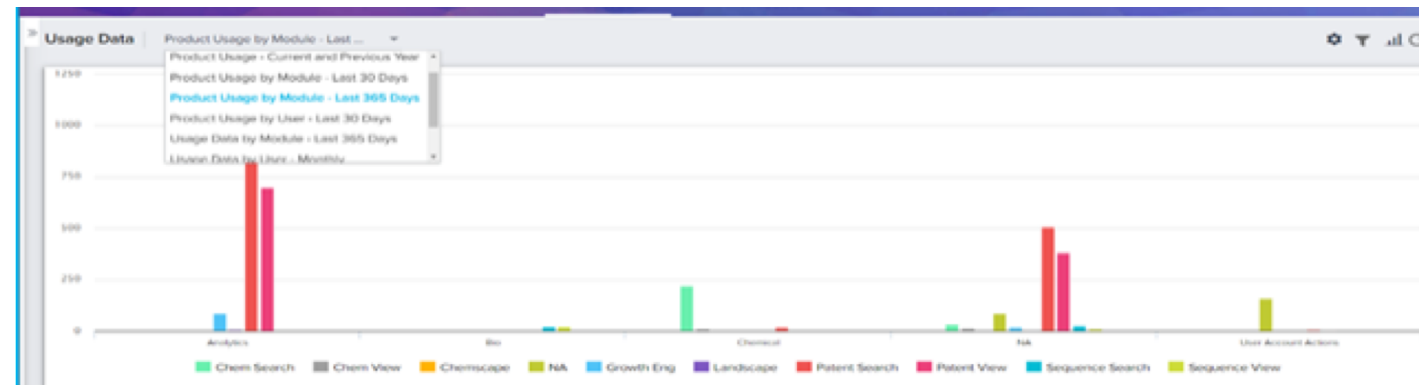
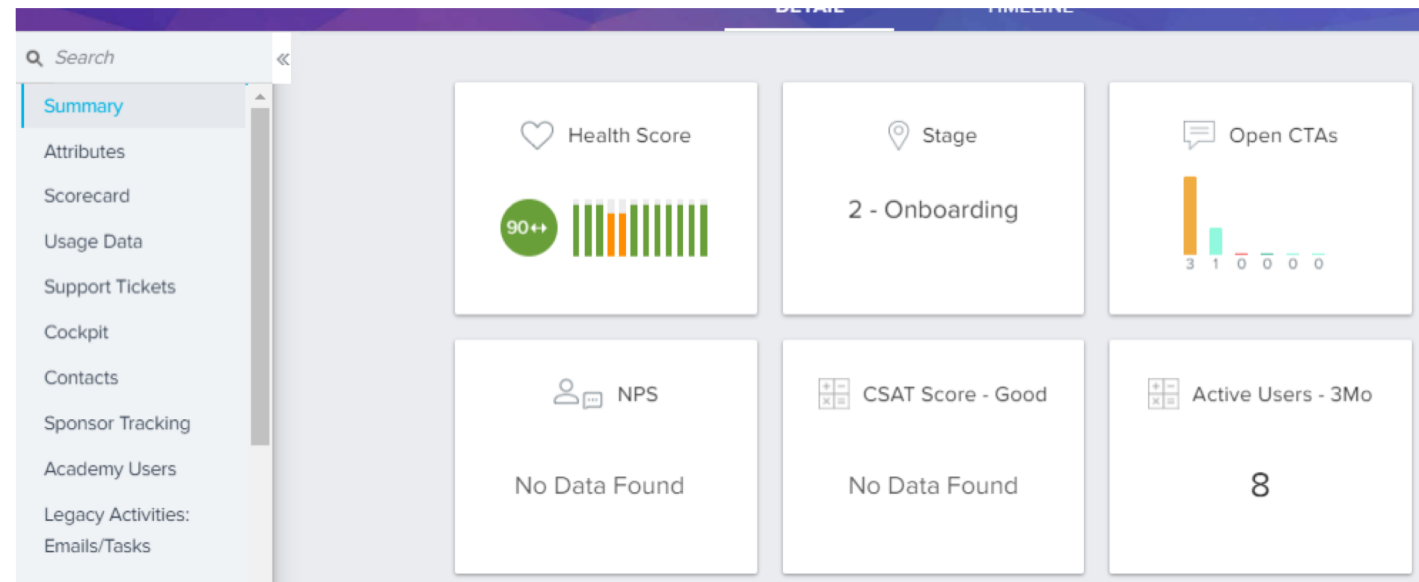


Indicators to help identify Upsell, Cross Sell

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Customer Health

- Health Score
 - Usage , NPS and Account Sentiment
- NPS Feedback
- Product Support Tickets
- White Space - what subscription do they have today?

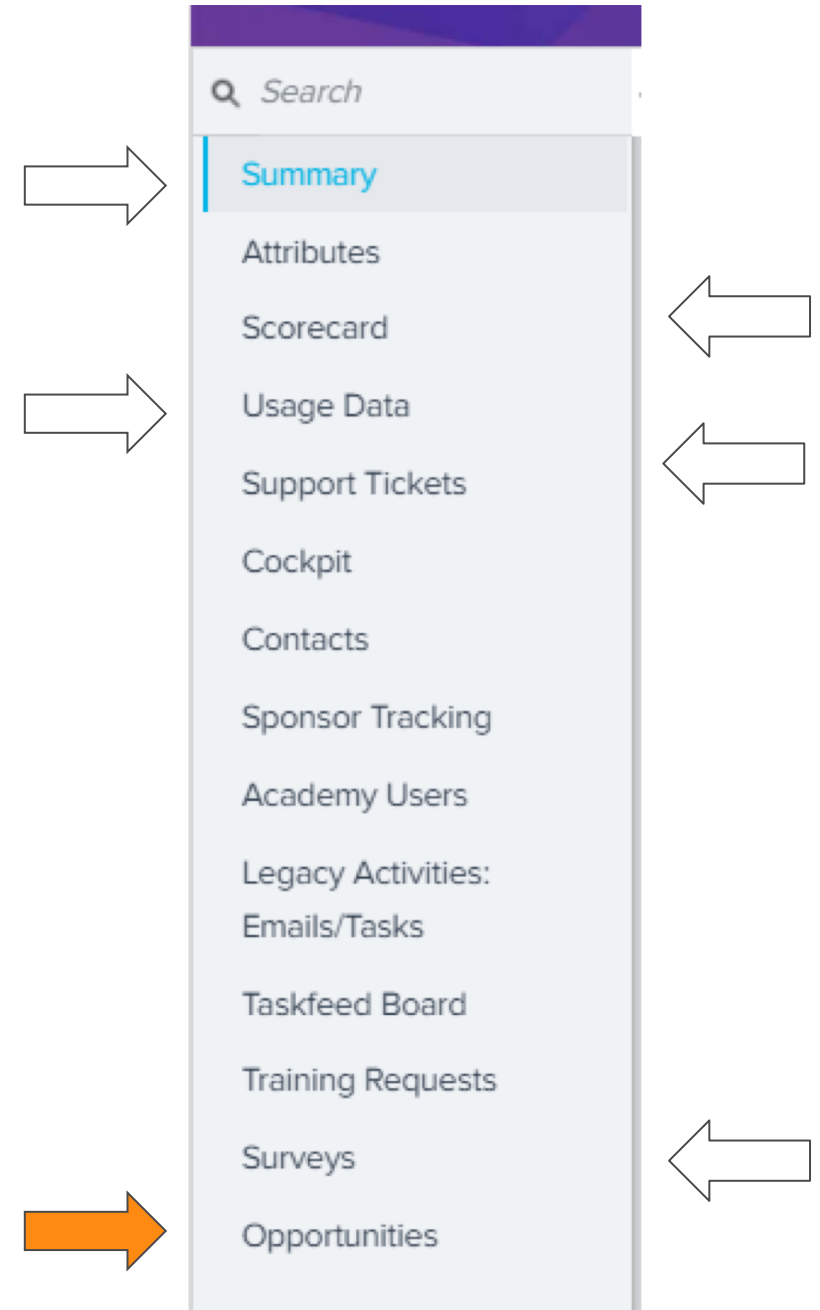


Summary

- Customer Summary
- Implications to your Organisation
- Organisation Chart
- Customer Health
- Opportunities

**Drawing from these points helps
to Build out short and long term
Opportunities**

Create a plan to execute upon



Acct plan : EG Customer Summary

Employees	2250	Revenue	20Bill ++
Industry	Website	www.com
Market Cap			

Notes:

- x Brand Family (x 7 Brands) i
- Corp structure
- Overview of other units

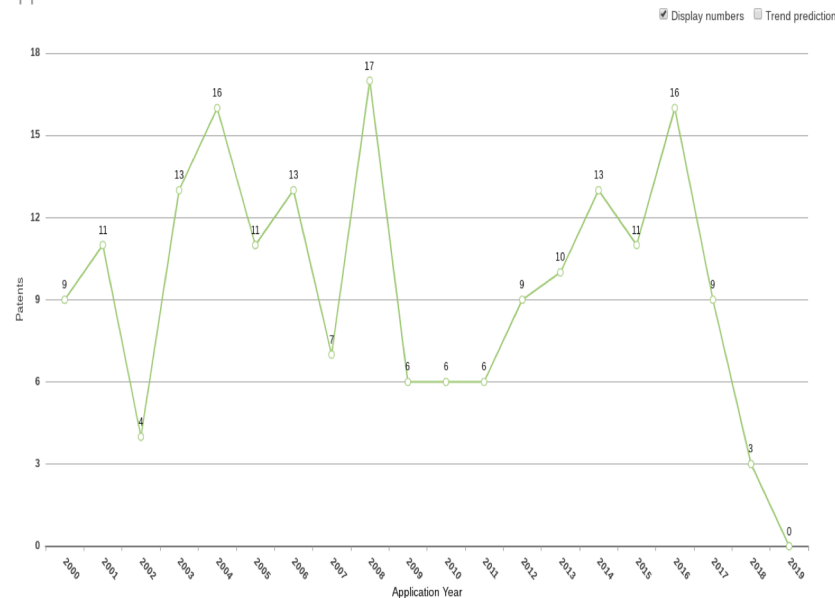
Link to family of brands - www.

Mission - xxxxxxxx

Vision - yyyyyyyyyyy

*(Page 25 Annual report for xyz key data)

Application Trend



Customers Strategic Priorities

Improving Cost structure

- Increase gross margins
- Reduce G&A

Reinvesting for Growth: Innovation

- Encouraging an entrepreneurial spirit withigor
- Building upon innovative foundation at recent acquisitions
- Improving R&D project focus & prioritization
- Condensing project development cycles

Sales and Marketing

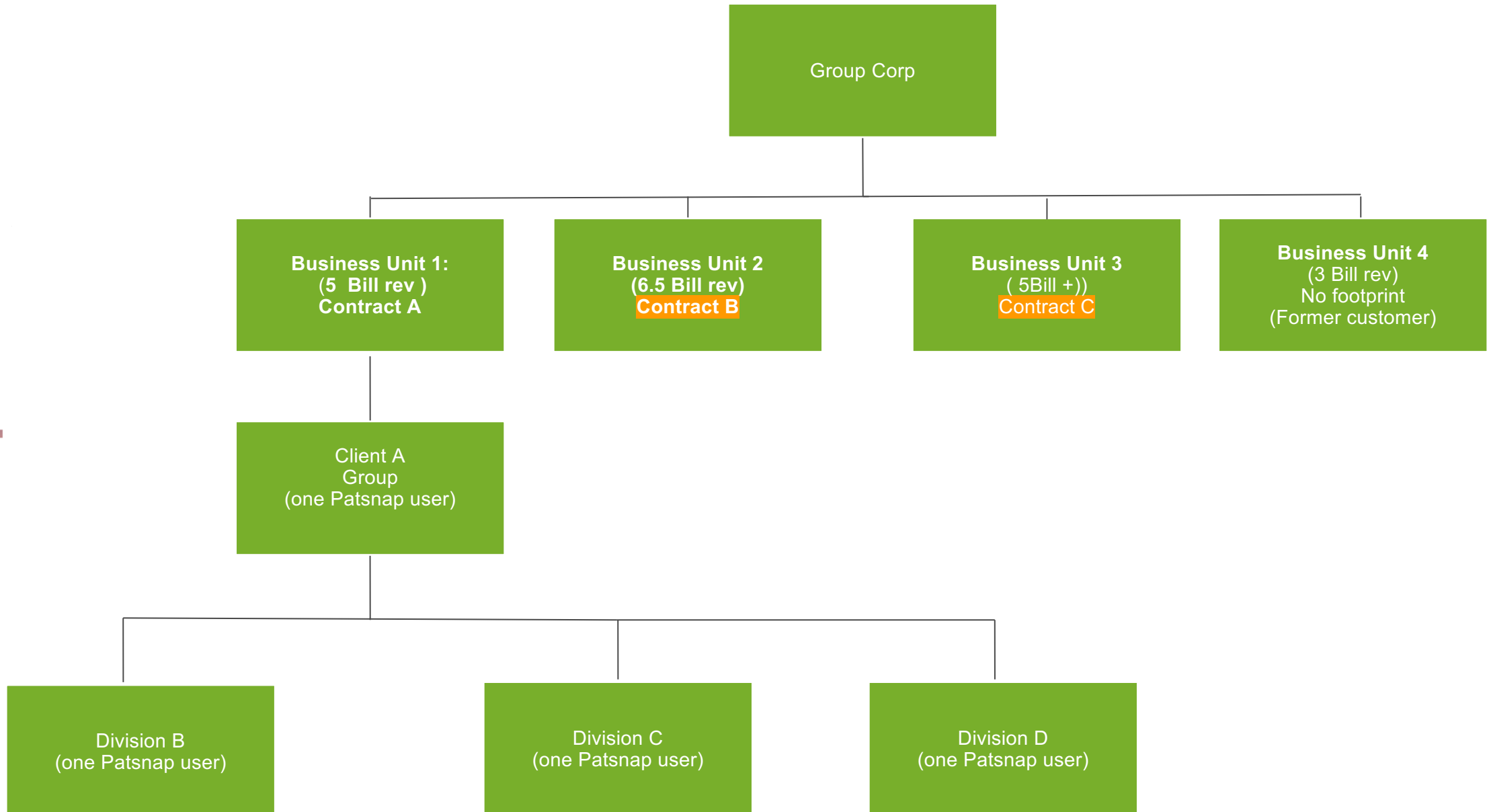
- Increasing market visibility and contacts; Expanding digital marketing capabilities; Improving Sales Lead Generation

Strategic M&As - Technology, Adjacencies

Key R&D Figures:

Corp - Structure

#pulseEU19



Strategic Opportunities (Long Term)

Customers Objective	Opportunity	Status	Next Steps & Timelines	Accountable within PatSnap	C Suite	Key Decision Makers	Champions	ACV (USD)	Competitors	Support Required
(One tool) / Improve cost structure ; innovate / R and D focus / Condense Dev cycles	Enterprise license model across all divisions at XXX (consolidate and be the de facto group solution)	Started	Build further plan and engagement (q3/4) Update: JK has approached end September ABC Internal plan with MA / KS to approach Comapny A and B	Chris H & Andrew Barrowman	TBC CTO /X	TBC at Group Update: JK has approached end September X Internal plan with MA / KS to approach xyz	XYZ: To clarify across A and B	+100k	Unknown / TBC	Yes - wider AM/ CS team and management accordingly to define
(One tool)/ I Improve cost structure ; innovate / R and D focus / Condense Dev cycles	Bio / Chem upsell to explore across wider Healthcare org under the group umbrella	Started	Engagement Q/4 Andy Barrowman to intro CH	Andrew Barrowman & Chris H	TBC	TBC at CompanyABC unit level	XYZ	30k+	Unknown	Yes - Alex and wider team accordingly
(One tool)/ Improve cost structure ; innovate / R and D focus / Condense Dev cycles	User upsell / additional product at renewal	Not started	Engagement / define what is the potential size of user base (Q3)	Chris H & Andrew Barrowman	TBC	TBC	Unknown	TBC / subject to expansion and renewal options	Unknown	No CH/ AEF + Andy Barrowman
Improve cost structure ; innovate / R and D focus / Condense Dev cycles	Discovery	Not started	Engagement	Chris H & Andrew Barrowman		TBC	XYZ: To clarify acrossABC	30k +	Unknown	CH / AEF (CH to engage)

Where are we today:

- Work in progress :
 - Cohesive Internal alignment
 - Improved identification of +xsell opportunity
 - Rep level productivity
- More work to do :
 - Marketing - technology / communications
 - Technology - Acct Planning tool
- **Platform for streamlining net retention**

Practical takeaways:

- **Start with the problem**
- **Acct planning:** Keep it simple / iterate and build - leverage technology phase 2
- **Leverage marketing** and marketing automation for scale across customer base as early as possible
- **Align models** where any overlay exists to drive performance
- Selling to customers is key to retention



QUESTIONS?