

Corporate Overview

■ The Sales Execution Optimization Challenge

Today's sales environments are increasingly challenging for the entire organization— executives, managers, reps, and operations. Sales teams across almost all vertical markets are seeing new challenges that range from being asked to deliver increased results with fewer resources, to pricing pressure from new types of competitors.

Business analytics are often adopted to help succeed in this environment, but much of its power is untapped. Teams are given numerous reports on customer purchasing behavior, yet it is left to the sales teams to find actionable information in mountains of spreadsheets— a task that is time consuming at best and not done at worst.



Verix was founded on the belief that there is a better way to leverage business analytics and deliver information to sales teams—a way that empowers them to use their time most effectively for selling, not digging through reports and data to try and figure out where to spend their efforts.

“The Verix Discovery Suite made revenue impact from the beginning.”

- Yaacov Rabinovitz, CIO, Tnuva

“Verix is enabling us to detect market and product events before the competition does so we can be the first one to know and respond.”

*- VP Sales,
Leading Pharmaceutical Sales Company*

❑ Verix: Practical Insight to Optimize Sales Execution

The Verix Discovery Suite™ automatically discovers emerging changes in purchasing behaviors so that sales teams can identify problems or opportunities in their regions early enough to act on them. Sales reps are given actionable information so that they know immediately who to call and what to say without requiring extra time on analysis. Verix gives sales teams the information they need to plan and schedule calls so they influence the outcome.

The Verix Discovery Suite is powered by advanced algorithms that search through large volumes of complex data looking for trend breaks, without requiring pre-defined rules or thresholds. With Verix, sales teams have access to advanced analytics so they can learn more about the trends in their business, focus on the right activities, and run more efficient organizations.

The Verix solution was designed from the ground up to be delivered as a managed service which simplifies deployment and lowers total cost of ownership. It is accessed through a state-of-the-art Web interface that is accessible to all types of users without requiring any special expertise.

Verix appeals to any industry wanting to boost the day-to-day performance of their sales teams. Our current customers are served in the pharmaceutical, consumer packaged goods (CPG) and financial services industries.

❑ Industries Served

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- ❑ **Pharmaceutical sales**
- ❑ **Consumer packaged goods (CPG)**
- ❑ **Financial services**

❑ The Management Team

Verix has a highly experienced management team with deep roots in data warehousing and analytics technology.

Doron Aspitz	President & CEO
Amir Ashiri	Vice President, Products & Founder
Haim Zysberg	CTO & Founder
Eitan Cohen	General Manager
Ami Dreifuss	Vice President, Finance
Ediz Ertekin	Vice President, Business Development

Contact us for more information.

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