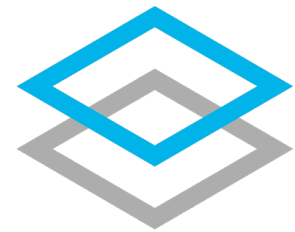


People Vote with their Wallets



INSIGHT**SQUARED**

First Customer – Bought Service not just Software



Dave Melville – The Bowdoin Group

Summary Metrics

Pipeline	Average	Cumulative	Postings / Openings
Projected	\$ 21,386	\$ 4,063,250	190 / 198
Expected	\$ 2,736	\$ 519,914	
Predicted Close Rate		13%	
Average Age		70.85 Days	

Filters

Assigned Rep	ALL
Service Level	ALL
Status	ALL
Client	ALL
History Date	1/1/2009
Interview Count	Distinct

Key Performance Indicators

Activity Counts Per Posting:

Internal Submissions	6.04
Client Sendouts	5.47
Interviews	2.05

Average Lag Until First:

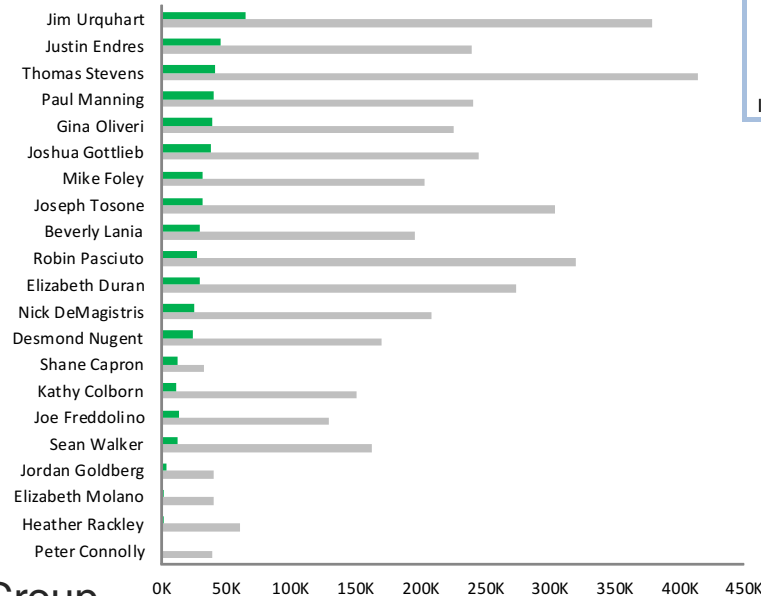
Internal Submission	8.7 days
Client Sendout	12.2 days
Interview	22.1 days

Activity Ratios:

Internal Submissions:Sendouts:	1.10
Sendouts:Interviews:	2.67
Internal Submissions:Interviews:	2.94

Chart Type

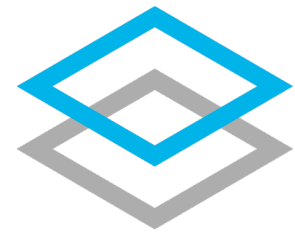
Assigned Rep



■ Expected Fee
■ Projected Fee

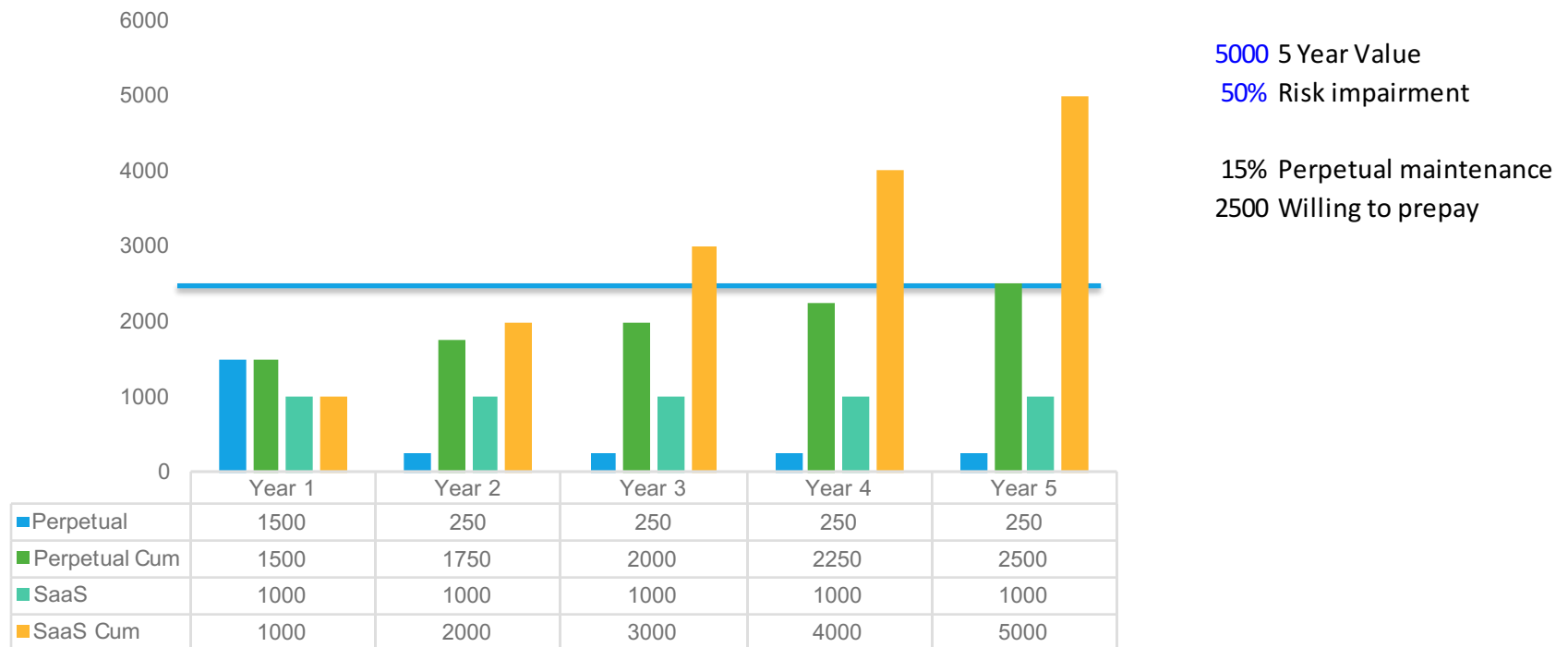
- SaaS
- \$1,000 / mo

SaaS Customer Financing



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Advantage of SaaS Pricing



Prepayment Impact

CAC	15
Monthly	1
GM	75%

Monthly GP	0.75
Annual GP	9
Payback months	20

Amount Financed	
Monthly	14
Annual	6

WC Multiple	2.375
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Upsides

- Lower working capital
- Greater customer commitment

Downsides

- Increased sales friction
- Lagging retention signal
- Higher renewal hurdle

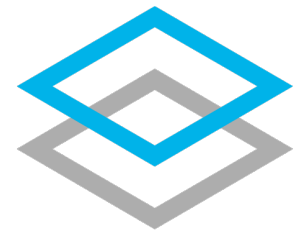
Metrics

Average Contract Length (mo)

Average Prepayment (mo)

(New and renewals)

Pricing Metrics: Fairness Principle



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Pricing and editions

Sales force automation and CRM

SalesforceIQ Starter	Professional	Enterprise	Unlimited
Out-of-the-box CRM for up to 5 users	Complete CRM for any size team	MOST POPULAR Deeply customizable CRM for your business	Unlimited CRM power and support
Starting at \$25 /user/month* (billed annually)	\$65 /user/month* (billed annually)	\$125 /user/month* (billed annually)	\$250 /user/month* (billed annually)
TRY FOR FREE	TRY FOR FREE	TRY FOR FREE	TRY FOR FREE
Automatic data capture Customizable sales tracking for one list Intelligent follow-up reminders Contact auto-complete Shared address book Sent-email notifications Seamless collaboration Smart mobile apps Chrome extension	Account and contact management Opportunity tracking Lead management Task and event tracking Customizable reports and dashboards Mobile access and administration Chatter – company social network Outlook Side Panel and sync	Get all Professional features PLUS Workflow automation Enterprise territory management Profiles and page layouts Custom app development Integration via web service API	Get all Enterprise features PLUS Unlimited customizations Unlimited custom apps Multiple sandboxes Additional data storage 24/7 toll-free support Access to 100+ admin services Unlimited online

PRICING

[MARKETING SOFTWARE](#)[SALES SOFTWARE](#)

BASIC

\$200/month

billed annually

Required Onboarding \$600

An entry tool for those new to inbound marketing

100 Contacts
+ \$100 per 1k extra

[TRY](#)[BUY](#)

PRO

\$800/month

billed annually

Required Onboarding \$3,000

An integrated solution for professional marketers

1,000 Contacts
+ \$50 per 1k extra

[TRY](#)[BUY](#)

ENTERPRISE

\$2,400/month

billed annually

Required Onboarding \$5,000

An advanced platform for marketing teams

10,000 Contacts
+ \$10 per 1k extra

[TRY](#)[BUY](#)

Plans To Match Your Growth Needs

	BASIC	STANDARD	ENTERPRISE
	\$65	\$75	\$95
Features	5-10 users	5-100 users	any size team
Library of Interactive Analytics	✓	✓	✓
Interactive Composite Dashboard	✓	✓	✓
Scheduled Analytics Via Email	Limit 5	✓	✓
Cross-Object Filtering	Limit 2	✓	✓
Big Screen Display Mode	Limit 1	✓	✓
Goal Tracking	□	✓	✓
Forecasting and Virtual Snapshotting	□	✓	✓
Customizable Reports	□	✓	✓
Multiple Data Sources	□	✓	✓
Custom Data Processing Rules	□	□	✓
Custom Access Permissions	□	□	✓
Custom Navigation	□	□	✓
Multi-currency	□	□	✓

We do not price similarly to our competitive set

Customers Estimate ROI to be 12-20X

	A	B	C	D	E	F
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Inputs

Please enter the following parameters for your company in the cells with blue text

Item	Amount	Explanation	How we pulled the data
Number of salespeople	8	Count of salespeople in company	IS2 Bookings by Employee Report, counted all employees with non-zero bookings YTD
Total annual quota, USD	1,209,419	Total annual goal for new revenue	IS2 Bookings Report YTD, annualized
Salesperson on-target earnings (OTE), USD	109,000	Average target compensation for a salesperson	Bridge Group Inside Sales benchmarks put average OTE for SaaS telesales rep at \$109K
Win rate, %	20%	Percentage of opportunities converted into closed-won deals	IS2 Sales Funnel Report
Average deal size, USD	5,304	Average size of a closed-won deal	IS2 Bookings Report, YTD for all deals
Sales cycle, in days	17	Average time from first meeting with prospect to closed deal	IS2 Sales Cycle by Won-Lost Report, YTD
Contribution margin	20%	Expected % profit from incremental revenue	Application SW operating margins stable at 20% for Fortune 500 firms (http://www.yardeni.com/pub/sp500margin.pdf)
Customer lifetime, years	3	Average number of years a new customer is retained	Software contracts usually run for three years
Marketing budget, USD	133,036	Annual marketing budget	Marketo benchmark: companies spend 11% of annual new revenue goal on marketing.

Return on investment (ROI)

Expected ROI based on inputs and InsightSquared's benchmarks

Item	Amount	Explanation
Annual benefits, USD	107,167	Click + at left to see benefits breakdown
Sub-total cost savings	87,772	
Salesperson time on reports	48,178	Time salesperson would spend running reports without InsightSquared
IT time to create and maintain reports	36,800	Time IT would need to spend generating and maintaining BI reports without InsightSquared
Salesperson time on bad deals	-	Reduction to time spent chasing bad deals through better ability to identify bad deals and shift time to higher probability deals
Improved marketing ROI	2,794	Savings from achieving same marketing return with less spend
Sub-total incremental profit	19,396	
Larger deal size	6,603	Additional profit from increase in average deal size
Shorter sales cycle	7,172	Additional profit from increased productivity, due to a shorter sales cycle
Better win rate	5,620	Additional profit from winning a higher percentage of deals
Annual cost estimate, USD	7,200	8 seats at \$900/seat/yr
Return on investment	14.9x	Total benefits divided by cost estimate



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Fairness

