

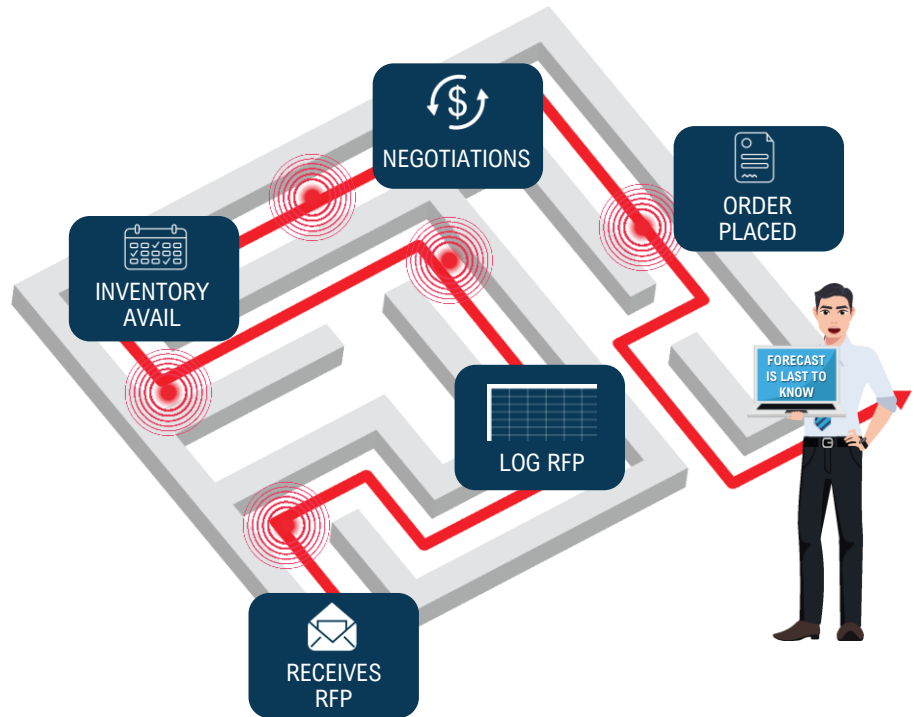
CASE STUDY: TRANSFORMING TODAY'S RFP PROCESS

A major broadcast group, buy-side vendor, utilized Matrix Sales Gateway, using TIP, to streamline the national sales workflow.



TODAY'S WORKFLOWS ARE POINT-TO-POINT

The problem with this Workflow? The National Sales Manager (NSM) receives multiple sales orders daily that require manual processing and switching between multiple systems to get from initial request to final order. This results in **loss of time** and **loss of revenue opportunity**.



SOLUTION: HIGHLY AUTOMATED SALES WORKFLOW

In early testing, this case study showed the benefits that the major broadcast group was seeing through utilizing the Matrix Sales Gateway, a dedicated sell-side tech-enabled platform built with TIP compliant API's:

- **Increased probability to close:** 15%+ with enhanced visibility
- **Reduced touchpoints and manual work:** save NSMs 2+ hours/week
- **Improved forecast accuracy** 5-8% increase so far

