



## Maximize revenue per subscriber faster with Telco Dealer Pro

As customers demand higher speeds at lower costs, telecom carriers are eager to increase their revenue per subscriber. But how do you grow revenue per subscriber when customer and dealer information is siloed across disparate systems, raising questions of data inaccuracy and incompleteness? Legacy systems don't give you the visibility to spot cross-sell or up-sell opportunities or provide the agility to go to market faster with your latest innovations.

CallidusCloud's Telco Dealer Pro can deliver the complete historical customer and dealer information that you need to grow your business faster. Designed exclusively for telecom providers, Telco Dealer Pro is an end-to-end dealer management solution that will be your single source of truth about your dealers and your end customers, giving you unparalleled visibility. Unlike legacy systems, this SaaS-based solution gives you the flexibility and agility you need to maximize cross-sell and up-sell opportunities, contain customer churn, and win dealer loyalty.



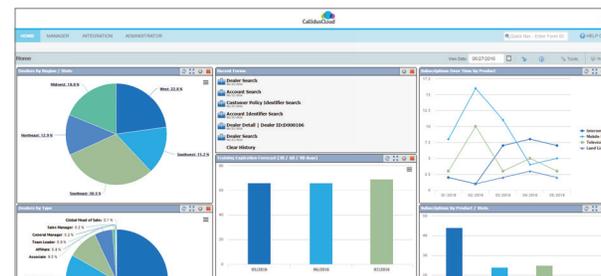
### Top benefits:

- Onboard new dealers and stores fast
- Have a unified view of your dealers, stores, and end customers
- Maximize cross-sell and upsell opportunities, and contain customer churn
- Manage the most complex external hierarchies easily
- Spend less time pulling data and more time analyzing it

### Onboard new dealers quickly and get them productive fast

Telco Dealer Pro can shrink your onboarding time and get dealers selling for you faster with an automated and streamlined workflow process that reduces errors and saves time. It gathers dealers' personal information, runs background checks, credit checks and more in a step-by-step manner. You can add additional checks and balances to suit your organization's specific needs. Once your dealers meet the requisite standards, Telco Dealer Pro sends them a contract, and with integrated e-signature, your dealer can electronically sign

the contract and return it to you in minutes! Once onboarding is complete, the integrated training management application allows you to train your dealers on your products and services.



 An end-to-end solution to manage your dealers



 Maximize cross-sell, up-sell opportunities

## About CallidusCloud

Callidus Software Inc. (NASDAQ: CALD), doing business as CallidusCloud®, is the global leader in cloud based sales, marketing, learning and customer experience solutions. CallidusCloud enables organizations to accelerate and maximize their lead to money process with a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate configure price quote, and streamline sales compensation — driving bigger deals, faster. Over 4,700 leading organizations, across all industries, rely on CallidusCloud to optimize the lead to money process to close more deals for more money in record time.

## Single source of truth on your dealers and end customers

A central repository for all your dealers, store locations, internal sales reps, and customer information gives you an accurate and complete historical view of your distribution channels and how they are performing. Telco Dealer Pro puts complete demographic, hierarchy and banking information at your fingertips, plus performance data that shows who your dealers are, how to pay them across complex relationships, and how much business they are generating for you. Powerful drillable dashboards give you a pulse on performance and allow you to act on data instantly. Easily understand how your different products, services, and dealers across geographies are performing over time so you can focus your attention on the regions that need it the most.

## Maximize cross-sell, up-sell opportunities and reduce customer churn

When your customer information is scattered across your CRM, Point of Sale machines, and multiple order entry systems, it is nearly impossible to understand customer needs. Telco Dealer Pro provides complete historical visibility of your end customers, the products sold to them, and revenue per subscriber. You can easily see which customers have purchased what, making it easy to start cross-sell campaigns. Grow revenue per subscriber by generating powerful reports that help you identify cross-sell and up-sell opportunities across your distribution channels. Identify customer churn trends across your dealers so you can better understand the underlying problems and be proactive to increase customer stickiness.

## Manage the most complex dealer relationships easily

You face a difficult challenge: managing complex relationships, sometimes across multiple hierarchies, over long periods of time. With Telco Dealer Pro, a single dealer master record provides a consolidated view of the multiple roles and relationships a dealer may have with your organization, allowing you to easily manage external hierarchies as if they were internal. All relationships are effectively dated, offering a historical, current, and future view so you can easily manage change. This system of record ensures that you pay the right people for each sale even if there have been territory changes, organizational changes, or name changes. It also readies you for massive changes like a merger or acquisition, allowing you to easily manage store closures and dealer consolidation. What's more, you can deliver accurate and timely payouts to your dealers using the integrated Commissions application.

## Easily integrate with internal and external systems

Business users can easily pull customer data from your CRM, ERP, and order entry systems and push dealer data into data warehouses or compensation management systems using a built-in integration portal. CallidusCloud also gives you a range of options, to simplify both real-time and batch integrations to the systems of your choice, including REST-based web services and a CallidusCloud enterprise-grade ETL tool. You can also seamlessly extend Telco Dealer Pro with other complementary CallidusCloud applications including, Commissions, Territory & Quota, Workflow, Learning, Enablement and more to service and train your dealers better.