



Supercharge Recurring Revenue

Renew OnDemand™ is the industry's only cloud application built specifically to maximize recurring revenue. This application arms sales teams, executives, and channel partners with a complete system to renew customer contracts and subscriptions.

Renew OnDemand includes:



Analytics provides unparalleled visibility into renewals performance so you can make the most out of your sales efforts, align resources and prioritize opportunities.



Sales streamlines and automates renewal-specific activities while guiding reps to focus on the right customers at the right time.



Ops allows you to separate selling and administrative activities by streamlining tasks like data management, quoting and order processing.



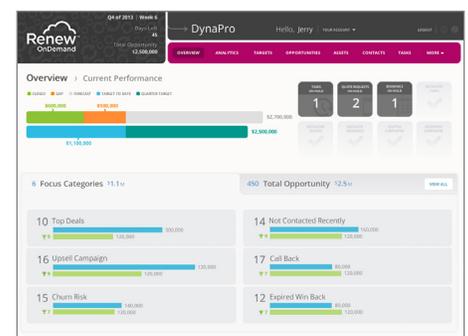
Channel empowers partners with self-service tools, performance metrics and benchmarks to drive renewal sales.



Installed Base consolidates, cleanses and analyzes customer data to create a renewal-ready opportunity set that drives segmented sales campaigns.

With Renew OnDemand, companies can:

- Increase recurring revenue and profitability. Renew OnDemand arms sales and channel partners with the tools, analysis and best practices to maximize recurring revenues.
- Improve customer retention. With a clear understanding of customer behavior and buying/churn patterns, companies can make better decisions about retaining install base customers.
- Gain business insight. With renewals specific KPIs, embedded analytics and cross-industry benchmarking, Renew OnDemand gives companies a rich understanding of current performance and future potential.



Renew Analytics

Renew Analytics provides unparalleled visibility into renewals performance so executives and managers can access accurate information on their business.

- **See the whole picture** of your renewal business with an application that measures performance of every part of the renewals process.
- **Access data** with in-line dashboards and metrics directly from live transactional data.
- **Identify levers** to focus on so you can improve renewals performance.
- **Pinpoint characteristics and trending of customer segments** and implement targeted sales campaigns.
- **Proactively identify and correct issues** through inspection into sales team pacing and performance indicators.



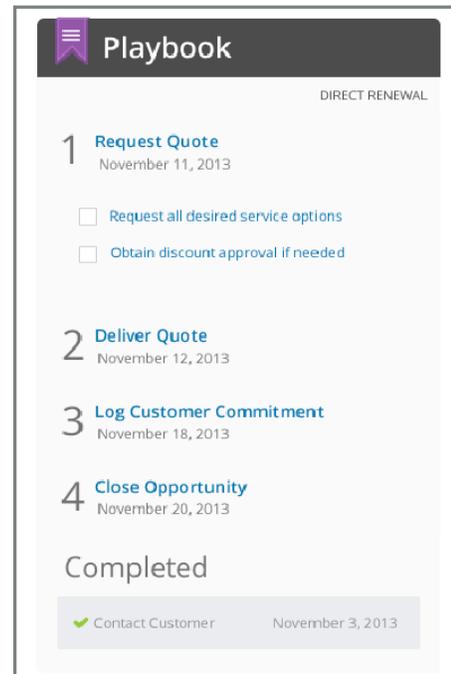
Did you know?

An estimated \$30 billion in recurring revenue goes uncaptured each year

Renew Sales

Renew Sales arms teams with a prioritized set of renewal sales opportunities and access to the customer and contract information that they need to close every renewal.

- **Improve focus** by prompting reps to take the right steps at the right time through a built-in, renewal specific sales methodology.
- **Get insight into sales rep performance** so managers can pinpoint exactly who needs coaching and spotlight top performers to share best practices.
- **Improve collaboration and handoffs** between reps, partners and sales administration resources so each person can efficiently close more deals.
- **Give reps the right data** so they can quickly and easily target the right opportunities rather than spending time researching, manipulating and scrubbing data or building quotes.



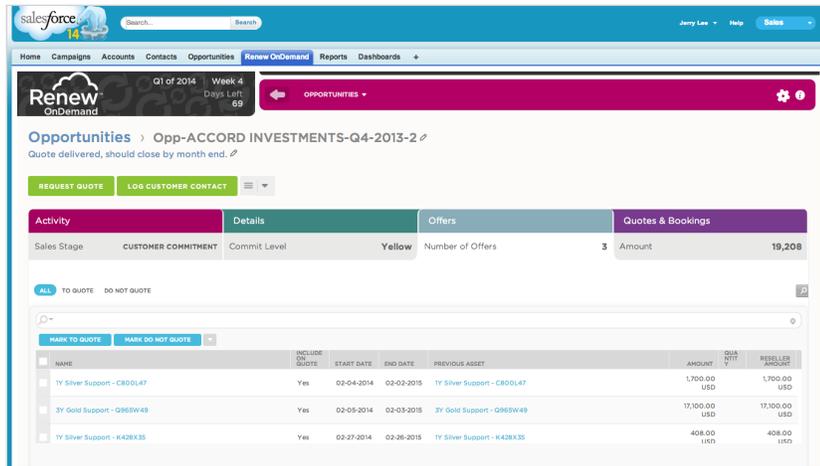
Tailored playbooks provide sales reps with the recommended next step for the opportunity, so they know what to work on and how.

“I now have the ability to truly understand the metrics that are driving my business.”

– Jennifer Brandenburg
Vice President, Corporate Sales
Good Technology

Enhance Your Existing Investments

Renew OnDemand is designed to integrate with CRM, ERP and Order Management systems. The Renew Salesforce integration gives Salesforce users renewal functionality for an accurate view into customer lifetime value.



Two Ways to Integrate

Get the details you need right inside your CRM. *Renew View* lets you see and act upon all renewal opportunities in Salesforce. *Renew Sync* provides both bi-directional data and UI synchronization.

Additional Revenue

Maximize the total business within an account with up-sell and cross-sell opportunities between net-new and renewal sales.

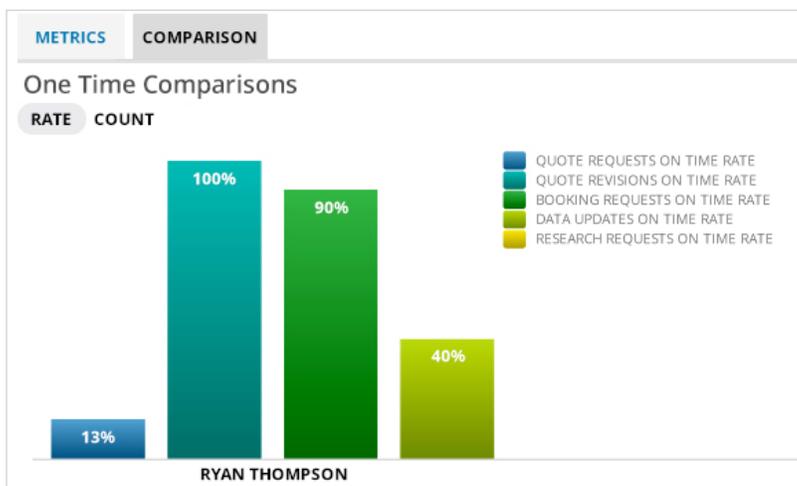
Improved Visibility

The insight into both new and renewal sales ensures you understand your total business opportunity, allowing for joint forecasting and better-informed customer interactions.

Renew Ops

Renew Ops supports all the activities required to prepare for and support a renewal sale including data scrubbing and research, quote creation and revisions, sales support, and order processing.

- **Streamline quoting and order processing** with built-in tools that facilitate the generation, tracking and revision of quotes and orders.
- **Manage workflow** to ensure the right tasks are routed to the right people and are tracked through completion.
- **Analyze and track throughput** and productivity of your operations team's performance with dashboards, benchmarking and quote turnaround tracking.



Key operational metrics are tracked so specific process improvements can be identified.



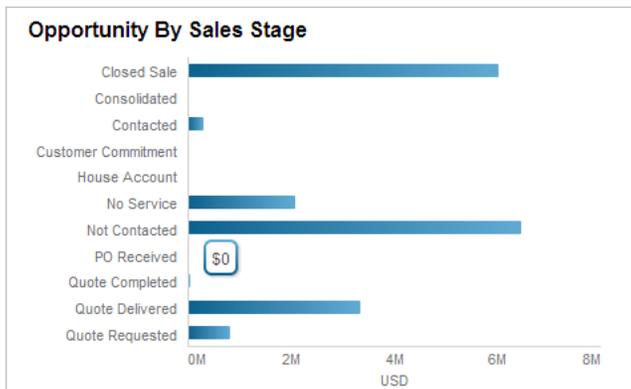
Did you know?

Losing \$10M one year snowballs to \$150M over 5 years

Renew Channel

Renew Channel provides self-service tools to partners. Quote management, opportunity segmentation and collaboration features help improve overall channel performance.

- **Increase partner productivity** with in-depth, partner specific metrics and analytics for each step of the renewal process.
- **Empower partners** with self-service access to the right renewal opportunity data so they can increase recurring revenue streams.
- **Promote pacing information** so partners can determine if they are on course and identify areas for improvement.



Channel partners can see all renewal stages at a glance. Clicking on any of the bars brings them into a list of opportunities.

Renew Installed Base

Renew Installed Base arms sales teams and partners with a complete view of products and services customers have purchased to better inform recurring revenue sales strategies.

- **Get an accurate picture of renewal opportunities** with automated processes that merge data from disparate sources, providing a complete profile of your installed base.
- **Inform segmentation and up-sell campaigns** by filtering data to provide highly relevant offers and higher levels of support to those with the most propensity to buy.
- **Drive data quality improvement** with statistical analysis and data quality scoring that highlights incomplete or inaccurate records so inaccuracies and gaps can be addressed.

NAME	START	END	PRODUCT	AMOUNT	DATA QUALITY
DYNAMICPRO SVC-K931ZY8	03-19-2012	03-19-2013	DYNAMICPRO SVC	320,265 USD	
DYNAMICPRO SVC-S591Z61	01-13-2012	01-12-2013	DYNAMICPRO SVC	5,943 USD	
DYNAMICPRO SVC-M911Z06	03-30-2012	03-30-2013	DYNAMICPRO SVC	4,399 USD	
DYNAMICPRO SVC-C361Z15	11-01-2011	10-31-2012	DYNAMICPRO SVC	202,527 USD	
REPLICATOR 5000 FLEX BUNDLE SVC-F661Z65	11-02-2011	11-01-2012	REPLICATOR 5000 FLEX BUNDLE SVC	628,605 USD	

Customer records receive a data quality score so that poor quality records can be flagged and addressed.

“ServiceSource’s [Channel] application has boosted channel sales for renewals and provided excellent data management and visibility for us and our partners.”

– Michael Hartmann
Vice President, Worldwide Service Sales; Blue Coat Systems

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The Recurring Revenue Management Company

ServiceSource® International, Inc. (NASDAQ: SREV) is the global leader in cloud-based recurring revenue management solutions. The company helps customers drive growth and build long-standing relationships across the customer lifecycle with the industry’s most comprehensive data management, analytics, automation and services capabilities. Through Renew OnDemand™, Scout® and proven services, ServiceSource delivers higher subscription, maintenance, and support revenue, improved customer retention, and increased business predictability. Headquartered in the Cloud Corridor of San Francisco, ServiceSource® manages over \$14.5 billion in recurring revenue for the world’s largest and most respected technology and B2B companies.