

# Symon.AI – Analytics Made Easy

**Symon.AI turns data into evidence to inform better decisions**

Organizations are overwhelmed with data. The struggle is finding the right data, at the right time, to make the best decision. Without trust in the systems and processes, decision-making can be riddled with doubts or take valuable time for confirmation and verification. Fast and confident decision-making in sales directly impacts revenue. Critical decision points for territories, performance, forecast, and best opportunities to pursue are addressable with the introduction of Symon.AI into your organization.

Making better decisions starts by asking better questions from the data. Providing context brings meaning and purpose to that data. Data plus context results in evidence for better decision-making.

Symon.AI allows Varicent clients to route appropriate data from the calculation process of Sales Performance Management (SPM) through Symon.AI to apply the right context through data preparation tools to understand the impact and discern patterns. Results are provided through business user Apps or returned to the Varicent calculation stream for distribution in reports, statements, and dashboards.

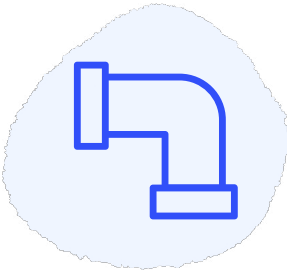
# Removing the complexities of data analytics

Available tools on the market are often too big a step up for the business user or the data consumer. They're built for data engineers and data scientists. Symon.AI is made to be easy-to-use, with no coding required.

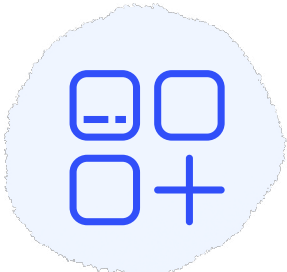
It includes three areas outside of the integration point:



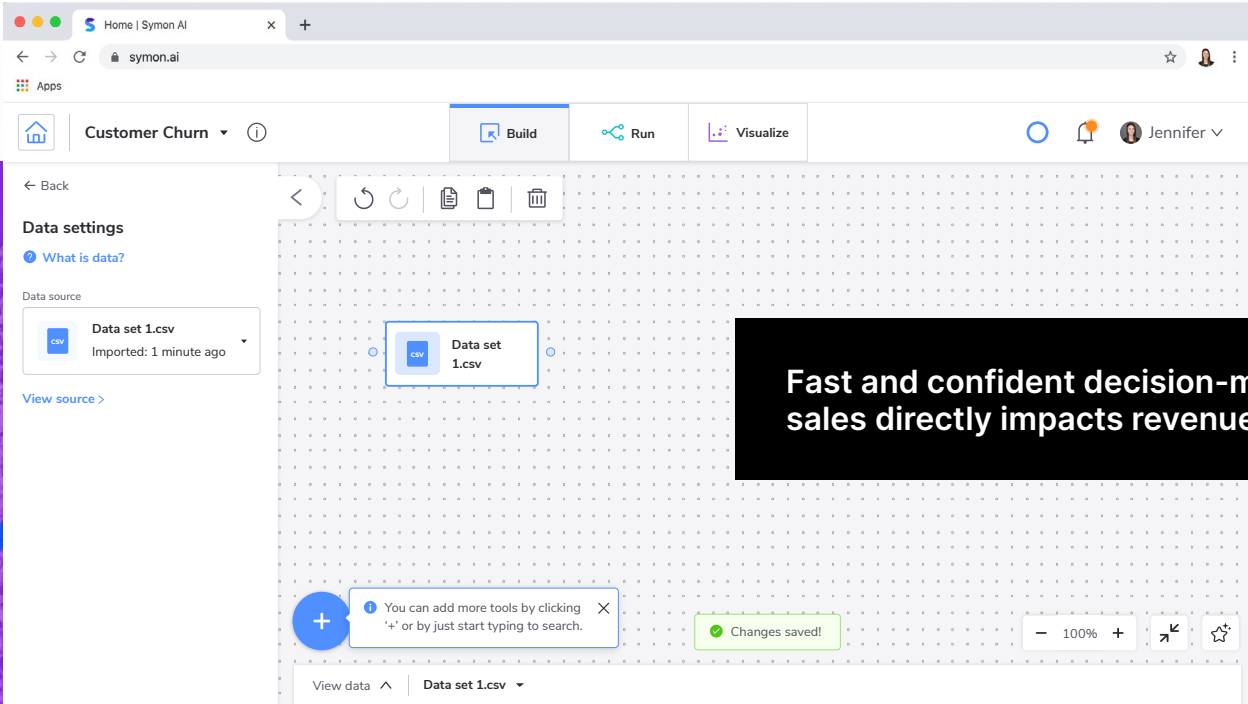
**1. Data**  
A preparation to organize and cleanse.



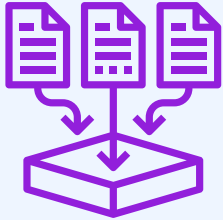
**2. Pipes**  
A powerful workbench with tools, filters, rules, predictors and visualizations.



**3. Apps**  
Business user-friendly interactive visuals that explain and explore results.



# How it works

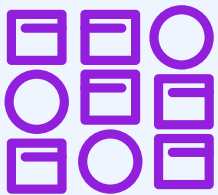


## Data Collection

Symon.AI integrates with a library of raw data sources that include CRM, HRIS, ERP, Cloud Apps, Cloud SaaS, or the standard .csv file. An easy-to-use interface takes users through simple steps to identify the connection and bring in data. Varicent clients have a Symon.AI component or "tile" in the calculation stream that includes Symon.AI as part of the process. At any stage in the Sales Performance Management process, data can be updated for Symon.AI data preparation for better understanding.

## Data Preparation

Symon.AI Pipes includes a powerful data workbench with tools including filters, rules, joins, predictors, and visualizations for data-shaping and transformation. It can handle the most complex and sophisticated data sources and make them understandable and organized. Tools include natural-language guidance with best suggestions from Augmented Intelligence (AI) tools, making analytics easy to perform.



## Finding Patterns

Scoring tools in Symon.AI Pipes, like Predictor, Classifier, Regressor, Outlier, and Forecast identify patterns in data for interpretation and refinement. Apps are for business users to explain and explore results. They start with a high level of insight into the question and explain the data for understanding. Also included are diagnostic insights into why things are happening in the business, what are the drivers, or where you may want to explore at a deeper level. At the bottom of the report are the "A-ha" moments. High impact analysis is shared, explaining which values in the data are driving Symon.AI predictions.

## Sharing Findings

Evidence from Symon.AI is returned to the Varicent calculation stream. This evidence can then be shared with sellers, managers, and key decision-makers through the right communication tools, like statements, reports, or dashboards. This improves accuracy, helps to build trust and confidence, and makes for faster decision-making from the back office to the boardroom.



### My Data

Search data  Sort by Most recent

- Cat toy shop (5)**  
Imported: Just now!
- Q2 Revenue, 2019**  
Imported: 5 minutes ago
- Customer ID's**  
Imported: 1 hour ago
- Onboarding flow**  
Imported: 1 hour ago
- Q3 Revenue, 2018**  
Imported: September 28, 2019

**Notifications (1)** ×

Based on your data, you can now predict customer churn! Just now

**Symon.AI is easy to use - no coding required.**

### New customer base fo

### My Predictions

Search  Most recent

- Churn for April 2019**  
Created: 1 hour ago
- Churn for March 2019**  
Created: February 21 at 12:20PM
- Churn for February 2019**  
Created: Jan 23 at 3:45PM
- Churn for January 2019**  
Created: Dec 24, 2018 at 11:22AM
- Churn for December 2018**  
Created: November 12, 2018 at 11:30AM

# Combining the power of Symon.AI and Varicent

Symon.AI is designed to handle sophisticated data modeling and algorithms—but it does much more than that. By tailoring Symon.AI according to your business needs, it transforms into a powerful tool to help solve well-defined business problems.

To realize the benefits of Symon.AI, we recommend taking a four-step approach:

## Step 1:

Identify your goal(s). What are you trying to achieve? What is your desired business outcome?

## Step 2:

Create a data strategy that will assist in providing insights to help you achieve your goal(s).

## Step 3:

Run a data analysis and, based on your analysis, build a consumable story that enables you to deeply understand your data.

## Step 4:

Leverage your data to provide evidence so you can identify and recommend a course of action to achieve your goal(s).

## How can you apply this model, Symon.AI and Varicent, to your business?

Sales organizations all over the world are seeking answers to the following questions:

"How can we maximize sales revenue by better seller retention efforts?"

"Are we paying men and women equally?"

"Are we accurately forecasting what next quarter's revenue might look like?"

"Can we allocate to salespeople better?"

To find answers to these questions, apply the four-step model above, using Symon.AI and Varicent as your underlying technology. With a direct Varicent integration, Symon.AI offers readily-available Apps that enable you to gain insights and evidence into Seller Churn, for example, based on your own seller data.

Taking the Seller Churn example further, Symon.AI enables you to build a predictive model for seller churn, combined with expected revenue calculations from your sellers to prioritize opportunities for improvement. From there, you're able to run an analysis in Symon.AI and build a consumable story that enables you to identify and create a recommended course of action accordingly.

By using Symon.AI Apps, you can go from a predictive modeling tool to a business problem-solving tool with ease.

### About Varicent™

Varicent is the leading provider of innovative Sales Performance Management software focused on helping organizations Plan, Operate and Pay to drive sales performance and growth. With a full suite of solutions to assist in smarter territory and quota planning, efficient lead-to-revenue operations, and the fastest and most flexible way to pay sellers accurately and on-time, Varicent is the trusted SPM solution for customers worldwide. Varicent combines powerful SPM technology with its augmented intelligence-powered platform to enable customers to quickly and easily see and address sales trends, problem areas, and opportunities by predicting outcomes and prescribing actions to optimize revenue.

### For more information

To learn more about Varicent, visit [www.Varicent.com](http://www.Varicent.com)



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