# foretuit®

*An Intelligent, Predictive Approach to Sales*

**Business Summary:** Foretuit provides a dual solution for both the front office and executive management using real-time predictive analytics tied to unstructured employee data, empowering the front office to do its job while giving management some control. Foretuit maps employees' business behavior and determines patterns in order to provide predictive outcomes for any front office scenario, particularly sales. Foretuit understands the collaborative structures within the enterprise using unstructured data gathered from an employee's digital behavior to identify patterns based on their roles, frequency of communication and output. The solution enables an enterprise to look forward and improve business outcomes at greater efficiencies with lower cost.

**Foretuit Service:** Foretuit's initial SaaS solution is now available as a Freemium beta offering through a wait-list on Foretuit.com and Salesforce.com's Appexchange (see video demo). It helps Sales Reps deliver their quotas by focusing on sales, specifically deal lifecycle management within a direct-sales organization. A Premium beta version is planned to launch in late 2011, targeting Sales Management and business operations, and providing enhanced pipeline and risk management across the entire sales team.

**Sales Rep Pain Points:** Sales teams are not always aligned because individuals are focused on closing a sale and not updating time-consuming databases. With Foretuit, it will help sales teams stay updated on activities, without entering information.

**Management Pain Points:** Enterprises spend more than 20% of sales resources on operations for maintaining data compliance and imposing mandatory weekly checkpoints and procedures, while sales outcomes remain a near complete mystery. With Foretuit, management has greater transparency and visibility into sales process without the reliance on weekly interrogation.

**Target Market:** The Foretuit solution speaks to the $13 billion spent each year by Enterprises on CRM solutions. This investment reflects the importance companies assign to understanding/managing the sales revenue process. Foretuit is focused on improving this process by providing a real-time snapshot based on actual behavior, greatly improving both sales efficiency and effectiveness by an order of magnitude unseen in today's CRM offerings.

**Target Customers:** Foretuit's initial solution targets direct sales organizations in high tech and manufacturing and individual sales reps using SFDC and Outlook (for e-mail and calendar). The next wave will target sales management in the same organizations. The company is currently in trials with leading financial services and enterprise customers.

**Competitive Advantage:** Foretuit stands apart in its relevance to the sales process and in its ability to dig into the underlying sales activities – providing a leadership approach to improved sales outcomes that is unmatched in the marketplace. The solution is unique in the way it captures statistical details and continually refines and expands its models, 'learning' behaviors within a first-of-its-kind, proprietary structure.

*At A Glance:*

www.foretuit.com

*Industry: Software as a Service*

*Founded: July 2010*

*Launch: May 24, 2011*

*Management:*
*Michael Liebow, Founder/CEO*
*Dan Foody, CTO*

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***Leadership Team (other side)***

# Leadership Team

**Michael Liebow, Founder and CEO:** Liebow has successfully built organizations that uniquely address the needs of global markets and industries. As an independent Director for newScale (Acquired: CSCO), Liebow repositioned the company as the leader in private cloud computing management and automation while driving its recent sale to Cisco. As the former CEO of Dexterra, an early innovator in enterprise mobility applications, he drove its merger with its chief competitor to become the undisputed industry leader. While at IBM, Liebow ran the SOA-based IT infrastructure business and grew revenues to well over $4 billion in four years by creating a diverse portfolio of asset-based solutions and training 90,000 consultants worldwide to guide the transition. In addition, he ran strategy and market development for IBM's Intel Server business, transforming that product line from a $900 million industry laggard to a $3 billion industry leader in three years. Earlier in his career, Liebow lead P&L/general management efforts for a variety of technology and consumer companies including PanAmSat, a global satellite communications provider to the entertainment industry, and Cadbury Schweppes, a global soft drinks company. Liebow has a Bachelor of Science degree from the University of Wisconsin.

**Dan Foody, CTO:** With deep expertise in product management for service-oriented software, Dan Foody brings a unique mix of technology, marketing, and business skills to the Foretuit team. Foody previously managed a $500 million software product portfolio at Progress Software, driving both product strategy and management. He is adept at growing both small and large product lines; yielding triple-digit revenue increases in new businesses and transforming existing businesses. As CTO of Actional Corporation (Acquired: PRGS), Foody created a leader in the SOA Management space, and earned recognition as a Top 25 CTO by InfoWorld. Foody has consistently demonstrated thought leadership and drove product initiatives that achieved high growth and recognition in the leadership quadrants of both Forrester and Gartner. Foody holds multiple patents and has a Bachelor and Masters degree in Electrical Engineering from Cornell University.

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*Company Background (other side)*