



CHARU KAPUR, CHIEF REVENUE OFFICER

Tech Savvy business leader capable of leading complex deals with Sales and Customer Success. Effective at Strategy definition, Execution and Delivery. Experience building and leading high performance teams calling on F1000 customers supporting cloud adoption. Large deal pursuits using Global delivery models. Adept at developing and nurturing C-level relationships and delivering Customer Success. Specialties include Global leader adept at developing custom value propositions in areas of CX, Cloud, Application Modernization, Business Process as a Service and Infrastructure transformation.



NTT DATA – a part of NTT Group – is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, digital & IT modernization and managed services. NTT DATA enables them, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries around the globe.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Growth and Acquisition, Increase Net New Logos, Expand Revenue Streams, Customer Retention and Upsell, Improve Customer Lifetime Value, Strengthen Key Account Relationships

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Salesforce, Accelerate, Synapse, Outreach.io, LinkedIn Sales Navigator, Callidus Cloud, IBM Sales Performance Management, Varicent, Xactly

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

1,000+

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$15 to \$25 Million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Looking for ways AI can be used to gather information about potential customers and tailor the sales pitch accordingly. We want to lead to higher conversion rates and more satisfied customers. We are also looking for ways to increase engagement and use AI to analyze customer data to identify upselling and cross-selling opportunities. This can help sales reps to increase their average deal size and grow their revenue.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Sales Turnover

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Other vendors with new technology for AI and Sales.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6-12 Months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$10 Million



What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

How to equip reps with the digital seedling tools and skills that delight modern buyers and create a competitive edge	D
AI Tools to create a more effective Salesforce	A
How to unlock seller productivity and increase sales executives participation at every level	C
Effectively navigate digital sales transformation in complex enterprise organizations	B
Hiring of more talented sales executives	B
Creating productive digital environment for both buyers and sellers	A
Unlocking sales performance through more effective coaching, training, and learning	A
Combining first party data with the right 3rd party data to increase conversions	E
Assessments	A
Maximize seller effectiveness and simplify processes with generative AI	B
Sales forecasting, predictive analytics, and AI	D
Incentive compensation management	E
Revenue lifecycle management solutions	E
Leveraging AI to identify opportunities to increase LTV	B
Innovative sales technology to support your Salesforce	C
Using AI to automate repetitive tasks to increase seller productivity	A
Leveraging Content Platforms to enable sellers to personalize messaging	A
Driving pipeline and streamlining sales processes through data-driven insights	D