

## The partnership between Adobe and IntelliCap achieved these major milestones:

### LiveCycle

- Established top twenty value drivers to shape and define market positioning, messaging and sales process
- Integrated into value-based sales methodology
- 80% deal closure success rate
- 4 out of past 5 years largest deal closed by Adobe included IntelliCap – all over \$15MM in total revenues

### Acrobat

- Positioned product to de-commoditize it in marketplace
- Identified and quantified value of under-utilized functionality to expand account footprint
- Integrated into Enterprise Deal develop and close strategies
- 75% of Enterprise Deals included IntelliCap

### Creative Suite

- Translated value of product from creative tool used by designers to cost savings driver resulting from productivity gains along an "assembly line"

### Connect

- De-commoditized solution to elevate price point and market value positioning
- Integrated into Value Based Selling methodology
- Designed and delivered Value Tool Set for Channel Sales Partners



*Over the past 14 years working with IntelliCap, they have delivered Customer Value Management solutions that helped us de-commoditize our solutions, deliver competitive differentiation content, grow account footprints from department to Enterprise deployments, enrich our value propositions with compelling Math and business cases, and drive seven and eight-figure deals as part of our deal SWAT teams. They are a fixture in all of my GTM playbooks!*

*~ Michael Longdren, Chief Marketing Officer, Adobe  
Five-time client with IntelliCap*

