# M4 REVGEN SUITE

Take advantage of smart data and automation to maximize revenue opportunities.

Accelerate Revenue Opportunities

Market demand is continuing to grow exponentially for communications and broadband service providers. That growth is fueled by demand for applications and content served from the internet, and it's coming from every sector of the economy:

- Residential
- Commercial
- Municipalities
- Medical facilities
- Campus Environments
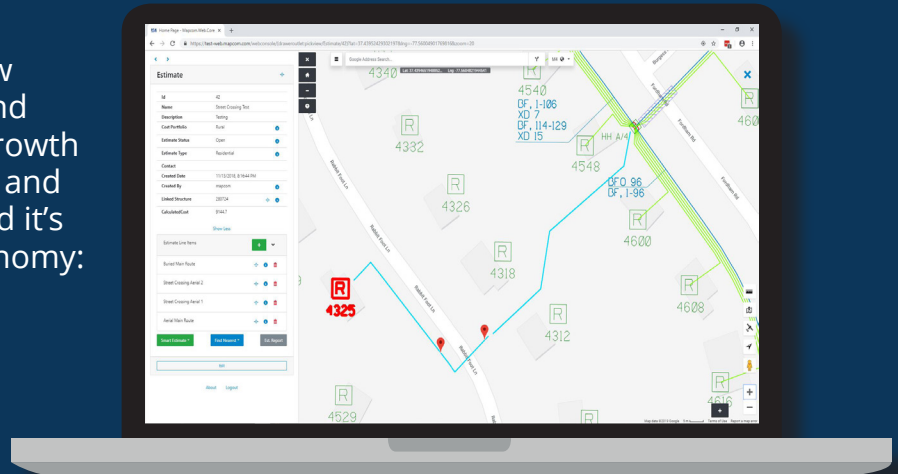
53%
of executives believe greater access to customer location information would increase sales

Features

- Streamlines near-net qualification
- Automates build-out scenarios
- Prioritizes opportunities
- Integrates with OSS/BSS & CRM
- Visualizes prospect clusters
- Tracks build-out and campaign metrics

M4 RevGen Suite allows sales teams to quickly estimate prospect opportunities.

Using M4 RevGen Suite to Expedite Sales

The marketing team imports demographic information into M4 RevGen Suite to create targeted campaigns that focus on locations near existing and planned plant.

The sales team then factors these strategic moves into their valuation of new opportunities.

Onscreen dashboards allow sales, marketing, and management to track campaigns and make data-driven decisions on next steps.

Management looks at the existing customers being served in an area and calculates the potential upsell from new plant builds or upgrades.

All of this is then integrated with existing CRM tools, providing sales and marketing teams with quicker qualification for opportunities.