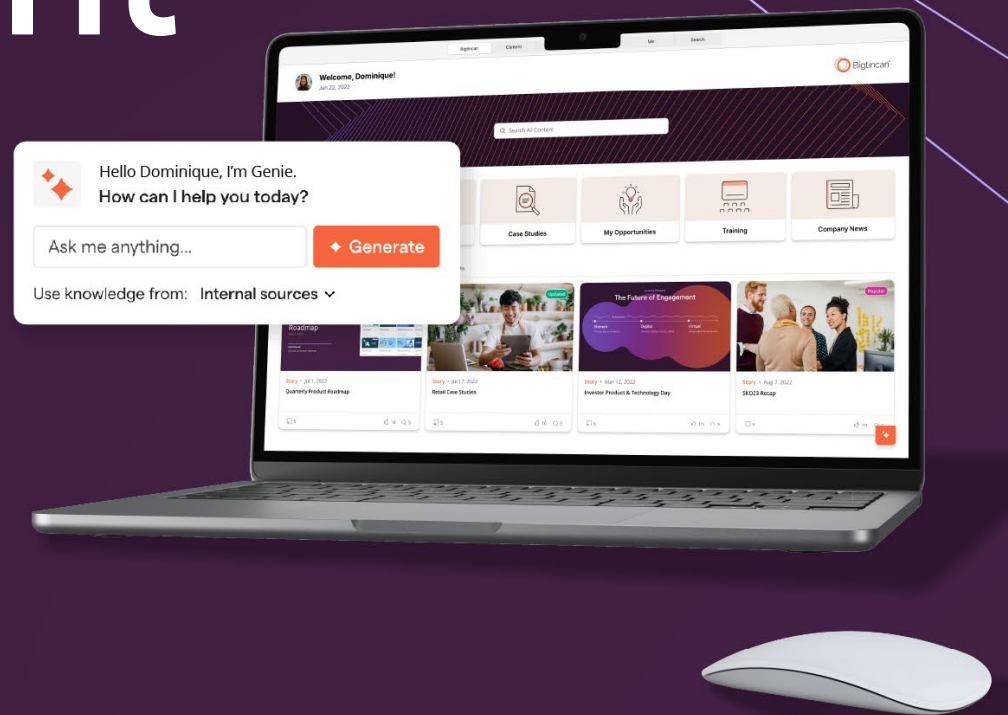




# Revenue enablement

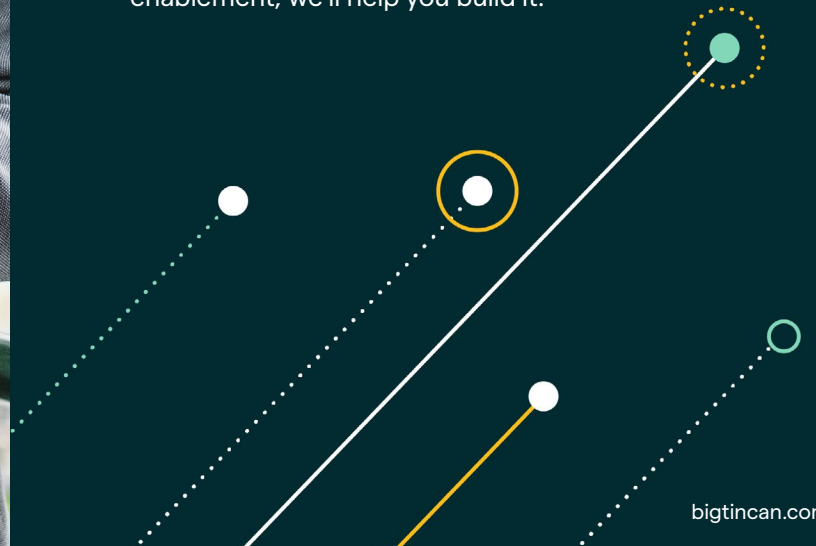
with integrated AI  
for forward-thinking  
enterprises





# Enablement that works the way you do — only better.

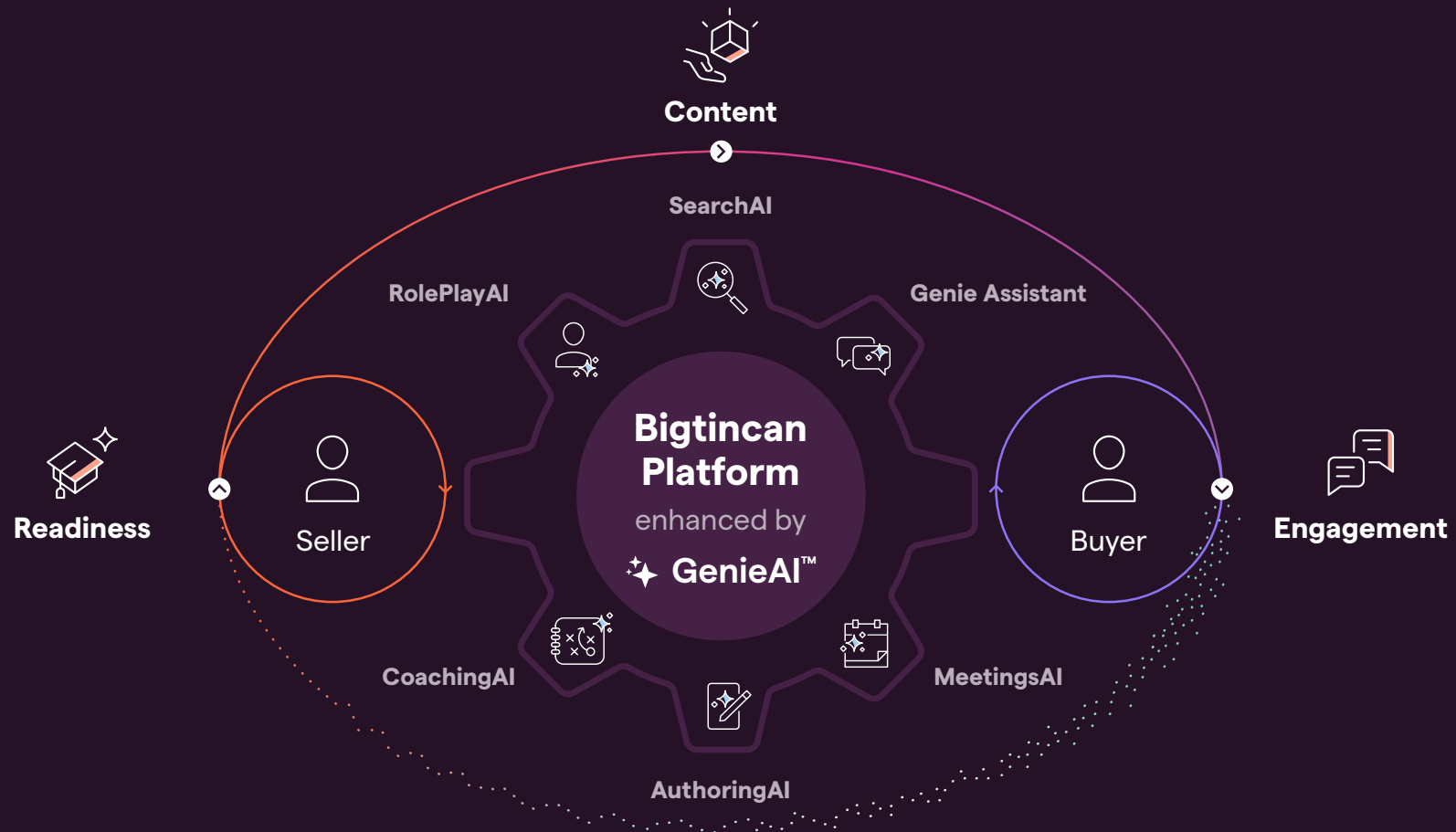
Bigtincan equips customer-facing teams with the intelligence and tools to engage buyers more effectively — without adding extra steps. From AI-driven sales coaching and roleplays to dynamic content delivery and real-time marketing insights, our platform adapts to your brand and workflow, not the other way around. Global brands like Nike, AT&T, and Merck use Bigtincan to streamline go-to-market processes, connect teams, and measure impact with precision. If you're ready for a more efficient, data-driven approach to enablement, we'll help you build it.



OUR SOLUTION

# Transform the buyer experience, without the legwork.

Empower your customer-facing teams to prepare, engage, measure, and continually improve the buying experience.



Improve with data distilled into actionable insights





## Readiness

Onboard, train, and coach salespeople to deliver a first-class buying experience. Scale up and save time with a flexible and easy-to-use solution that immerses sellers and empowers them to be knowledgeable, confident, and on message.

- Structured learning, paths, courses, and curriculums
- Imported courses with SCORM compatibility
- Micro and just-in-time learning
- AI sales simulations and roleplay
- Content authoring with AI for voiceover, translations, and more
- Sales coaching with advanced AI feedback



## Content

Connect sellers to the relevant, engaging, up-to-date content they need to move their deals along. And deliver it in a personalized one-stop-shop that's available to them wherever they're working.

- Content management and sharing
- Drag-and-drop custom presentation builder
- Document automation
- Mixed reality extended and augmented reality and interactive HTML5 content
- Advanced natural language content search with AI summaries
- Personal AI assistant



## Engagement

Deliver seamless, personalized buying experiences across email, digital sales rooms, and online meetings. Adapt with real-time insights to prioritize opportunities and tailor to your buyer's needs.

- Content sharing and tracking
- Digital sales rooms
- Virtual reality showrooms
- Conversation intelligence
- No-download virtual conferencing
- AI for meeting summaries, CRM note logging, and more



## Analytics and Reporting

Out-of-the-box and custom reporting connects individual and team engagement, readiness initiatives, content, and buyer interactions to uncover the impact of programs on revenue and demonstrate ROI.

- Out of the box and custom dashboards
- Learning tied to sales KPIs from CRM
- Content ROI tied to sales KPIs from CRM
- Individual and team scorecards
- Engagement analytics
- Query data with AI

# Do less. Achieve more.

At the heart of Bigtincan's innovation is GenieAI, an intelligent engine that powers several specialized AI tools across the platform.



## Genie Assistant

Chat with the AI to answer questions, generate drafts, get suggestions for what to do next, automate tasks, and so much more.



## MeetingsAI

Streamline follow up, track deals, and verify reps are putting training and coaching into practice.



## RolePlayAI

Practice selling scenarios and skills with dynamic text and audio based AI roleplay.



## SearchAI

Unlock answers, summaries, and suggestions by querying your content.



## AuthoringAI

Generate realistic AI speech and video narrations and translate your readiness content.



## CoachingAI

Get AI feedback and tone-of-voice analysis on coaching assignments.



I struggle with roleplays. So I will definitely use **RolePlayAI** more and be confident in using it more than I would doing a roleplay with my team members.

**Account Executive**  
Lion

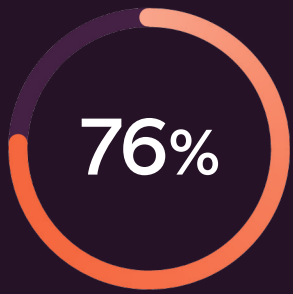


I had been doing all of this manually — writing and recording presentations — never knowing that I had **AuthoringAI** at my disposal. So it would take much longer.

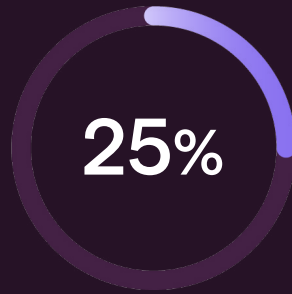
**Urania Wynperle**  
Enrollment Solutions  
Manager, Reliance Matrix

OUR IMPACT

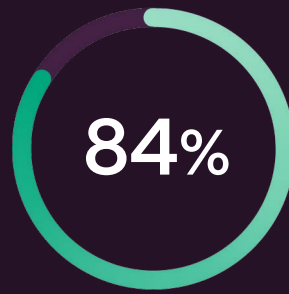
# Bigtincan = BLG changes



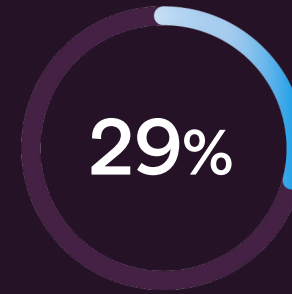
of employees would stay at a company longer with more learning and development support <sup>1</sup>



reduction in time spent searching for content <sup>2</sup>



of reps achieve quotas when their employers incorporate a best-in-class sales enablement strategy <sup>3</sup>



improvement in win rates with effective sales coaching <sup>4</sup>



more likely to buy from a confident sounding rep <sup>5</sup>

## Our clients get results. Bottom line.



95%

uptake of learning content and a **24% increase** in performance results

Allurion

850%

ROI on professional education

Fortune 500  
Pharmaceutical Client

36%

increase in call/meeting duration with interactive content

Abbott

82%

of participants agreed video coaching helped improve customer communication

reliance  
matrix

1/4 of the time

needed for presentation authoring

“

I don't think I would recommend Bigtincan to any of our competitors because I want to maintain that leading edge in the industry.

**Jason Hulsman**

Director of Marketing  
Jasper Engines

“

Bigtincan has been a game changer. For the first time, our sales and marketing departments have all of our content in one location.

**Missy Pinksaw**

Director of Marketing  
Peterson Manufacturing

“

When it comes time to perform on the phones with our customers, our reps have gotten so much great practice through this system that they're immediately becoming top performers.

**Charles Tapsell**

Head of Training  
Metabolic Living

# Our Customers



Manufacturing

SIEMENS



WINNEBAGO

EAT•N



Life Sciences

Abbott



ThermoFisher  
SCIENTIFIC

MERCK



Financial Services

Fidelity  
INVESTMENTS

J.P.Morgan

citi

Bank of America  
Merrill Lynch



Insurance

asurion

MetLife

FARMERS  
INSURANCE

Allstate



Consumer Goods

Red Bull

LION

CLOROX

Johnson & Johnson



Retail

FABLETICS

T Mobile

SAVAGE X FENTY  
BY RIHANNA

GUESS



Software and  
Technology

Uber Eats

DELL EMC

Hewlett Packard  
Enterprise

CISCO



WHY BUSINESSES  
CHOOSE BIGTINCAN

# What makes us different.

## Customer success

Get a trusted partner invested in ensuring your success, backed by a team of experts savvy about your specific industry, use case, and challenges — it's not just buy and "goodbye" with us.

## All-in-one platform

Consolidates enterprise tech stacks to improve go-to-market team workflow and tool adoption, remove data silos, and lower costs.

## Works where you already are

Bigtincan integrates into your existing tools and workflows.



## Where does sales enablement fit in your existing tech stack?



DAM



Cloud



CMS



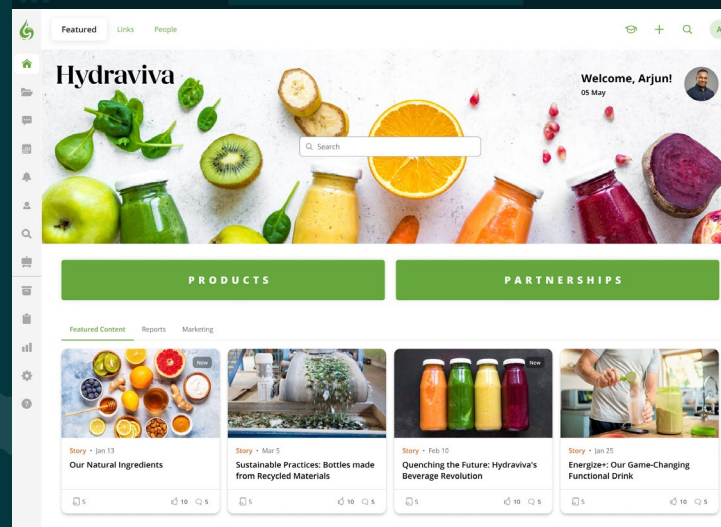
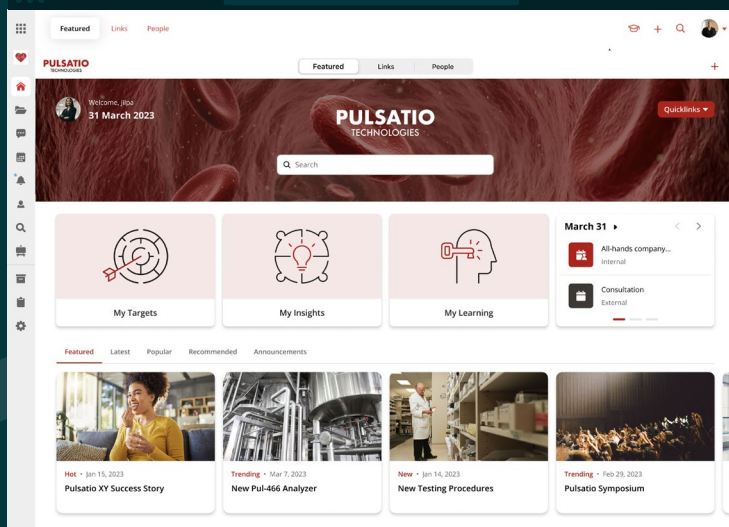
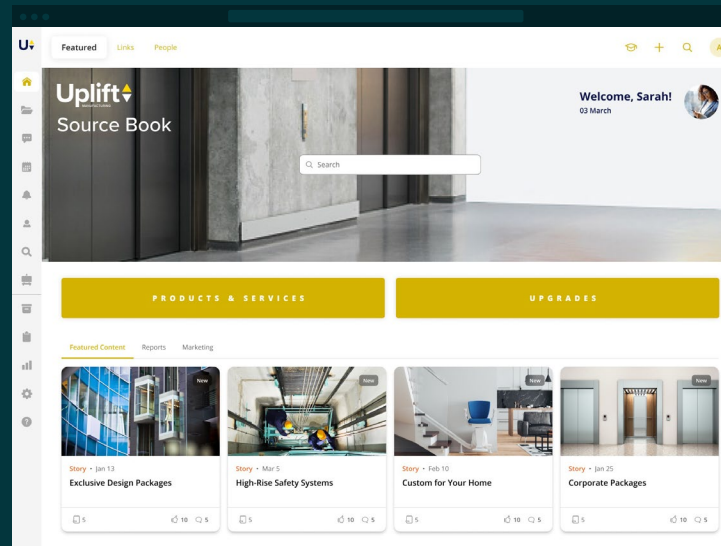
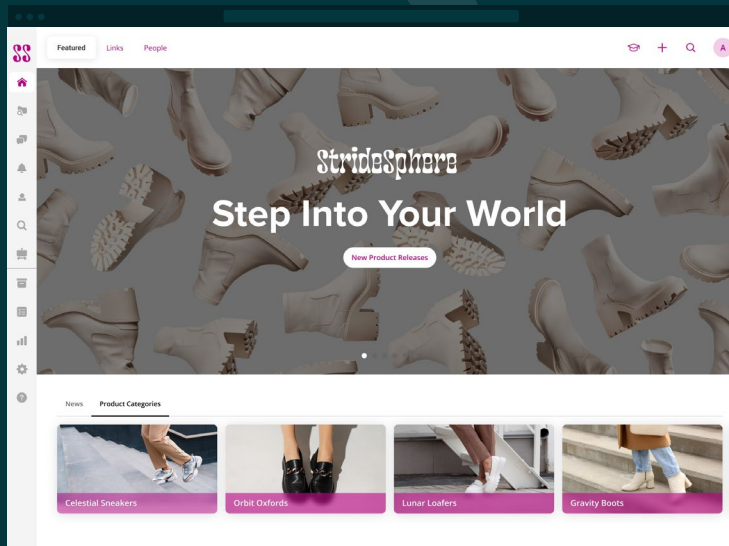
eLearning



Bigtincan acts as your single, up-to-date source of truth and can be accessed by users wherever they're working.



Available on web, mobile app,  
and within CRMs and sales tools.

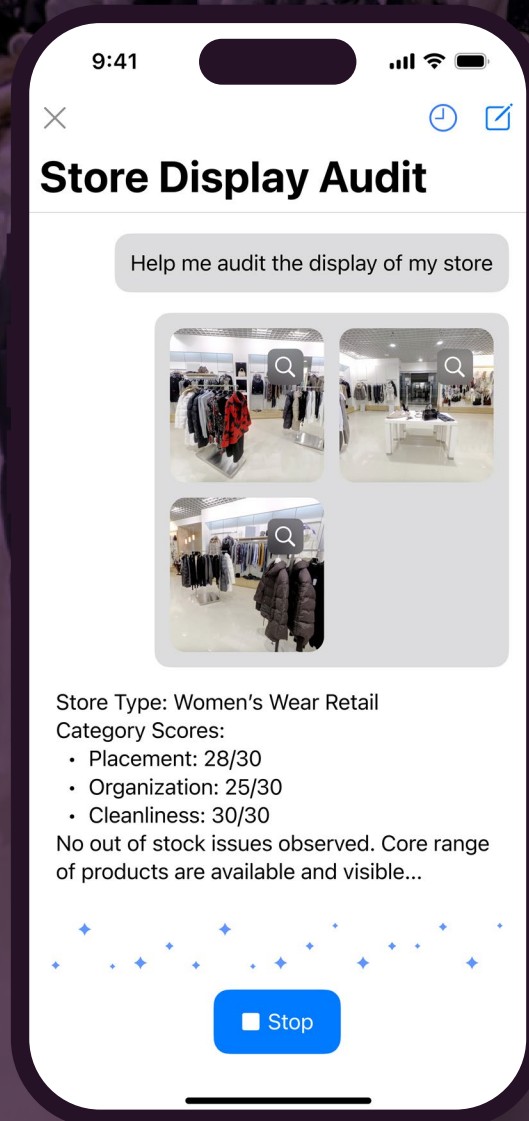


Tailored  
just for  
you.

Personalized to  
your unique brand  
and business  
processes.

# Market-leading innovation.

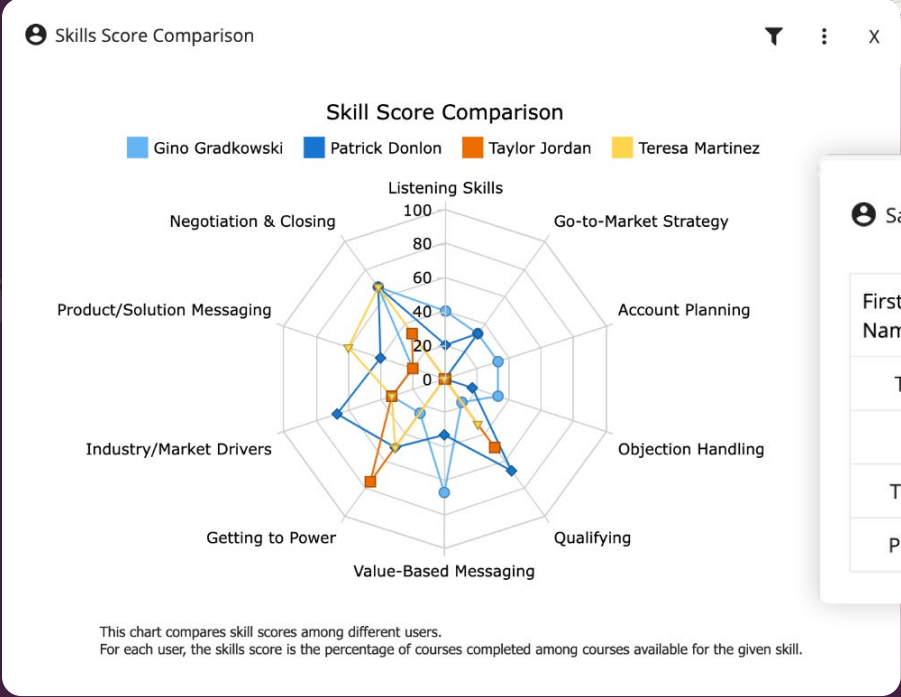
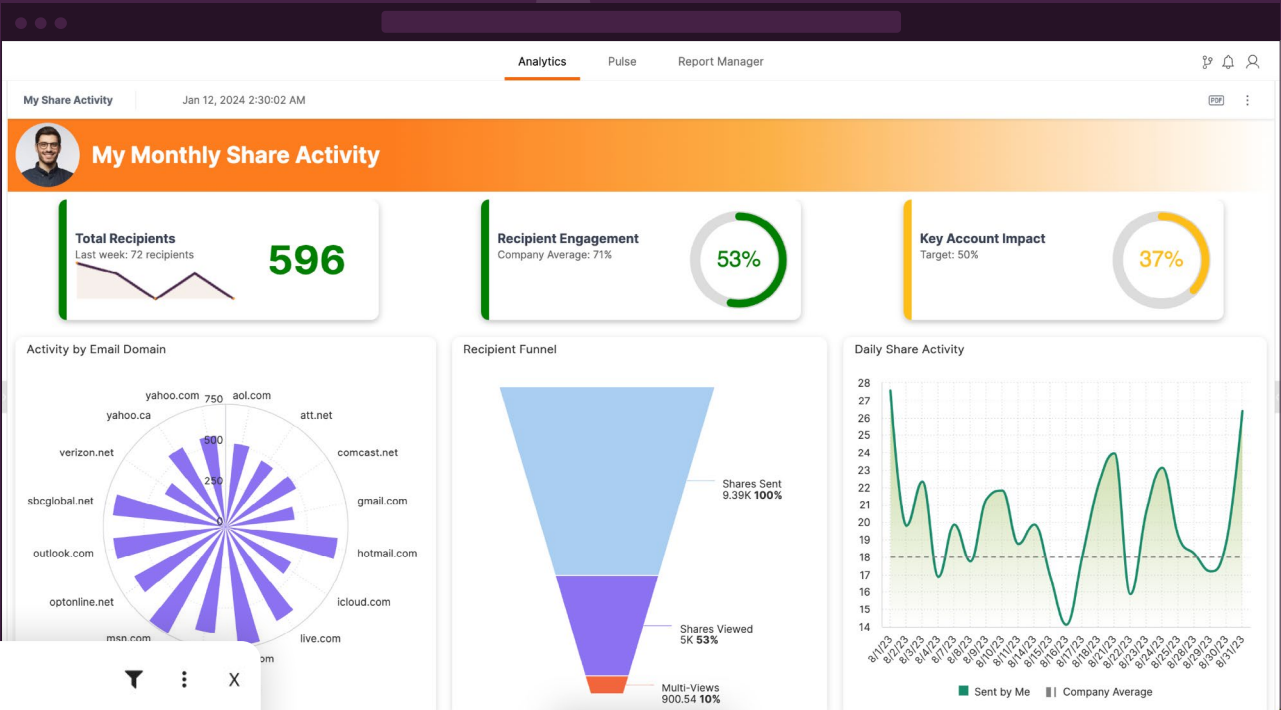
Do less and achieve more with integrated AI. Create unforgettable experiences with extended reality.





# Insights

Correlate activities to their results with Scorecards and Analytics.



**Sales KPIs**

First Name	Last Name	Average Score Courses	Average Score - Coaching	Bookings	Close Rate
Taylor	Jordan	59%	91%	\$850,000	76%
Gino	Gradkowski	59%	74%	\$508,500	69%
Teresa	Martinez	50%	89%	\$561,000	65%
Patrick	Donlon	64%	75%	\$246,000	55%



# We think globally.

Bigtincan operates with a global strategy that emphasizes the importance of delivering personalized and engaging buying experiences across diverse markets. With a presence in key locations worldwide from NA to EMEA and APAC, we're positioned to support global enterprises with scalable, AI-powered solutions that drive consistent sales performance, seamless customer experiences, and measurable business impact — **no matter where teams operate.**

## What we've achieved (so far).



Global Tech Awards Winner  
for SalesTech and AI  
2025



Innovation Award  
for Sales AI  
2024



AI Innovator -  
Information Technology  
2024



Top 50 Women  
Leaders in Software  
2024



Top 100 Software  
Companies  
2024



Top 25 Sales  
Enablement Company  
2024



High Performer -  
Enterprise  
2023



Sales & Customer  
Service Winner  
2023



#8 Fast Company's Most  
Innovative Companies  
2023



Innovation Award for  
Sales Enablement  
2022



Product of  
the Year  
2022



Sales Enablement  
Software Champion  
2022



Sales & Customer  
Service Winner  
2022



Sales Enablement Data Quadrant  
Gold Medalist & Leader  
2022



Sales & Customer  
Service Winner  
2021



The Big Innovation  
Award  
2021



Best Sales  
Enablement Platform  
2020



Top Sales Tool  
of the Year  
2020

# Innovation is in our DNA.

Since 2011, we've been on a mission to transform the way businesses sell, helping brands like Prudential, Winnebago, and Clorox create buying experiences that are smarter, more engaging, and built for the way customers make decisions in the current day.

From our start co-designing with Apple to becoming the first sales enablement company to go public on the Australian Securities Exchange in 2017, we've grown fast — expanding across North America and Europe and acquiring cutting-edge companies along the way. Why? Because standing still isn't an option.

At our core, we believe in innovation that actually works for revenue teams. That means flexible, AI-powered solutions like GenieAI that help organizations prepare, engage, and measure success in a way that fits their unique business. **We're not just keeping up with the future of sales — we're defining it.**





# Find out what we can achieve together.

From AI to XR and whatever comes next, Bigtincan is committed to not only staying ahead of trends in revenue enablement technology, but creating them as we redefine the future of work for buyers and sellers.

 [bigtincan.com](https://bigtincan.com)

 [@bigtincan](https://www.linkedin.com/company/bigtincan)

