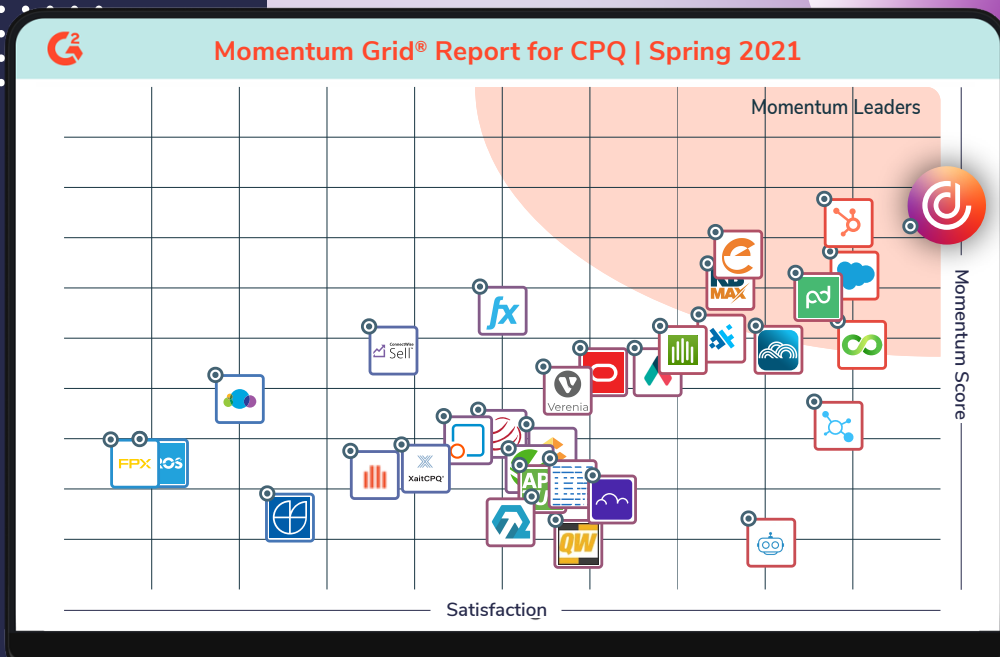




G2 CPQ Momentum Grid Report Spring 2021



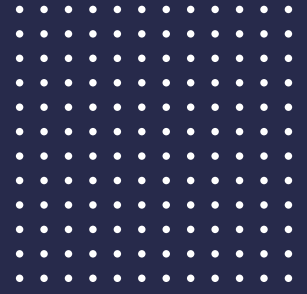


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G2 and DealHub Overview

Spring 2021



DealHub has been recognized as a CPQ Momentum Grid Leader and 5 other categories for Spring 2021 by G2

DealHub, the leading CPQ for midsize and enterprise companies is honored that its platform has been recognized as a momentum leader for Spring 2021 by G2 in six categories: CPQ, Sales Proposal Software, Contract Management, Sales Engagement, and Salesforce CRM Document Generation. These accolades are in addition to the DealHub platform being included for the 2021 G2 annual awards as one of the top 50 Best Sales Products, and part of the 100 Highest Satisfaction list earlier this year.

About G2

G2 is the world's largest tech marketplace where businesses can discover, review, and manage the technology they need to reach their potential. As of March 2021, there are 80,000 products listed and more than 1 million authentic reviews posted.

About G2 Momentum Grid Reports

Every quarter, G2 publishes its Momentum Reports based on verified user reviews. This report summarizes the Spring 2021 rankings that were released on March 23rd, 2021.

G2's Momentum Grid shares a real-time view of the customer voice for relevant products. Unlike traditional analyst reports companies do not need to wait for an annual report conducted by analysts who are not customers themselves. Rather companies can use Momentum Reports to learn which products are innovating and growing, which are remaining stagnant, and which are falling behind in any given category.

About the CPQ Category on G2

Configure, price, quote (CPQ) software helps companies automate the lifecycle of the quoting and proposal process, starting with the moment a customer supplies their needs in a company's offering and ending with sending a detailed quote to the customer or prospect. Products are typically built on an existing CRM software product or designed to integrate with one (or more) CRM tools.

To qualify for inclusion in the CPQ category on G2, a product must:

- Include features for the basic activities that are part of the configure, price, quote lifecycle: configuration logic for the offering, standard and custom pricing, and quote tracking
- Provide information that salespeople can use to quickly create offers that are beneficial for both the customer and the company
- Offer workflows for users to create, modify, send, and track quote documents in different formats
- Allow the use of CRM software, ERP systems, and other enterprise software data to define and manage product catalogs including pricing and bundling for hundreds or thousands of products
- Evaluate the profitability of each offering based on financial rules, customer pricing, costs, and external factors like competitors, market changes, or laws and regulations
- Integrate with other solutions downstream (to gather and analyze data for better quoting) and upstream (to propagate new pricing into other solutions)
- Assist users with analytics and reporting during the entire quoting process, and provide data and suggestions to improve the process

DealHub has these characteristics and many more to enable midsize and enterprise companies to quote complex pricing, simply.

Key Benefits of CPQ



2%-7%
Increase of sustained margin improvement in 3-6 months¹



20%
Increase in sales rep productivity⁴



36%
Reduction in sales cycle²



60%
Decrease in the amount of errors that occur in contracts, proposals or quotes³



85%
Reduction in sales training ramp⁴

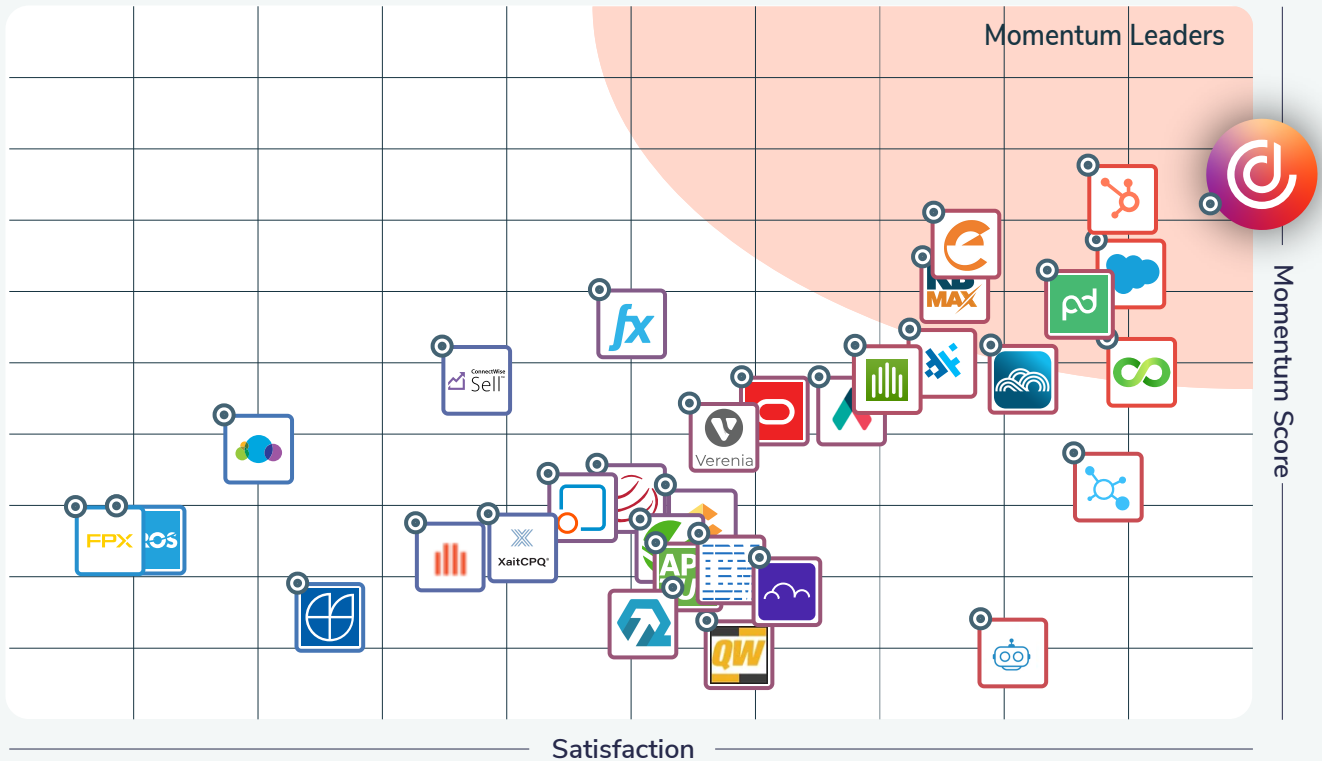
"DealHub is purpose-built for sales organizations that want to streamline their sales stages into one fluid sales motion. Our CPQ and personalized proposal software are proven to shorten sales cycles and increase quote accuracy to 100%. All of this with an easy implementation guided by our in-house experts – it is no surprise that our users have rated our product so highly."

– Eyal Orgil

Chief Revenue Officer of DealHub.io

1. [McKinsey & Company: Digital pricing transformations: The key to better margins](#)
2. [Aberdeen Group: Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale](#)
3. [Aberdeen Group: Visibility, Insight, Impact: Simplifying Complex Sales Processes with CPQ](#)
4. DealHub Case Study with Asure

Momentum Grid Report for CPQ | Spring 2021

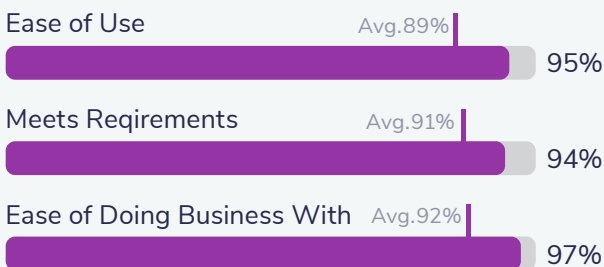


DealHub is a leader in the CPQ Spring 2021 Momentum Grid because it is the [‘Highest Rated CPQ’](#) on G2 and has continued support from its customers.

G2 Highest Rated CPQ scores are based on authentic customer feedback



Satisfaction



Setup and Support



Momentum Leader for Spring 2021 by G2 in 6 categories

DealHub CPQ is powerful by itself. Connected to our other products, sales teams can move leads down the funnel, close and expand more sales from anywhere and predict revenue in one fluid sales motion.

[CPQ](#): Easily quote complex and configurable products with zero code.

Sales [Proposal Software](#): Separate yourself from the competition with branded and personalized [DealRooms](#).

[Sales Enablement](#): Guide sales teams to offer the right pricing and packaging when delivering a quote and the more relevant assets when sending a DealRoom.

[Sales Engagement Software](#): Engage with prospects from proposal to close.

[Contract Management](#): Create personalized contracts automatically and streamline contract signings with workflow automation and advanced approval processes.

[Salesforce CRM Document Generation](#): Close deals with reliable document generation the easily integrates with your Salesforce CRM.

“You are obsessed with your product as much as you are obsessed with the happiness and satisfaction of your customers, and that really shows, because you made the top sales products list 2021 and also the highest satisfaction across more than 80,000 products listed on G2.com”

– **Henrique Moniz**

GM EMEA at G2



Some recent reviews from our customers:

Great CPQ Solution! Amazing support!



“We were looking for a Salesforce CPQ replacement. We wanted some flexibility and modernization of software without restrictions. The Dealroom, online redlining, and the Dealstream were all added benefits.

We had some very, very unique use cases and they were able to find a solution for most, and for the rest, we should have solutions in the coming releases. The support has been amazing. I've had some very rudimentary questions as well as some complex asks, all worked out with the implementation team without missing a beat.”

– **Dorien Moon**

Director of Revenue Operations at Aventri

Great flexible solution with amazing support!



“In Zerto, we have a complicated sales process, and DealHub gave us a flexible solution to ALL our requirements with the benefits of a great UI.


Quoting is now faster and simpler for our sales users and we already got amazing feedback from them. We previously used VF page for quoting, and now, with DealHub, we can easily change the playbook and modify/add the logic with a simple implementation without involving code. The support during the implementation process was professional and pleasant!”

– **Orin Lugasi**

MIS QA Engineer at Zerto

Trusted by leading enterprise and midsize companies like yours





Experience the DealHub difference.

Talk to Sales



About DealHub

DealHub is the global leader for CPQ and proposal software. The DealHub platform empowers teams to move leads down the funnel, close and expand more sales, and grow revenue in one fluid sales motion. Operation teams trust DealHub to enable their sales teams to quote complex and configurable products for every product, package, pricing, and subscription model their team needs with zero code. Sales reps gain a competitive advantage with professional and branded proposals. Advanced approvals, automation, and guidance reduce the sales cycle. Access to in-house experts enables customers to go live within weeks of purchasing.