



## **Bigtincan Announces acquisition of Israel based Contondo**

Acquisition to strengthen Bigtincan's investments and leadership in AI-powered Sales Enablement Automation and expand future capabilities of the Bigtincan Hub Platform

**BOSTON, Mass. – November 22, 2017** – Bigtincan, the leader in mobile, AI-powered sales enablement automation, today announced the acquisition of Israel based Contondo Inc.

Contondo's sales enablement automation tools focus on discovery and classification of available sales and service content, while enhancing measurement and improving ROI. Contondo's data science team and innovative core technology ensure additional capabilities to the Bigtincan Hub Sales Enablement Automation Platform and further strengthen Bigtincan's leadership in the market.

"Contondo has created a powerful ontology using advanced data science to classify available content, as well as analyze alignment between content and pipeline to illuminate value" said Aviv Ben Zeev, Contondo Co-founder and CEO.

According to Gartner, digital sales content management applications are a class of sales enablement systems that encompass repositories, authoring tools, collaborative environments, and interfaces for publishing, versioning, and presenting sales collateral. Most solutions provide a dedicated application, where sales presentations can be accessed, shared and emailed to contacts and leads. Some are optimized for tablet form factors and some can be used for data collection, like credit applications.<sup>1</sup>

"Bigtincan sees specialised technology acquisitions like Contondo as a key strategy to accelerating our global business and further developing our SalesAI technology suite", said David Keane, Co-founder and CEO of Bigtincan. "The data science team at Contondo has done amazing things and we expect to continue to add value to our platform."

All Contondo engineers will be retained and integrated into Bigtincan's global product development program. The asset acquisition is not considered a substantial asset of the equity interests of the entity.

To learn more about Bigtincan and Bigtincan Hub, visit [www.bigtincan.com](http://www.bigtincan.com) or read the 2017 Gartner "Market Guide for Digital Content Management for Sales" report available for download [here](#).

### **About Bigtincan**

Bigtincan (ASX:BTH) helps sales and service teams increase win rates and customer satisfaction. The company's mobile, AI-powered sales enablement automation platform features the industry's premier user experience that empowers reps to more effectively engage with customers and prospects and encourages team-wide adoption. Leading brands including AT&T, ThermoFisher, Merck, ANZ Bank and others rely on Bigtincan to enhance sales productivity at every customer interaction. With global sales and marketing headquartered in Boston, Bigtincan also has offices across EMEA, Australia and Asia. To discover more about how your organization can benefit from the Bigtincan Hub platform, please visit [www.bigtincan.com](http://www.bigtincan.com) or follow @bigtincan on Twitter.

---

<sup>1</sup>Gartner "Market Guide for Digital Content Management for Sales" by Tad Travis, Todd Berkowitz, Guneet Bharaj, Melissa A. Hilbert November 2017