

# A **new way** of working with enterprise software!

PROBLEM

# Enterprise software are built as **system of records**



Not collaborative



Complex UI



Hygiene issues

PROBLEM

# There are major **challenges** for all stakeholders



End users

Frustrated by the data entry/admin work.



Admins

Unhappy with the quality or actionability of data.

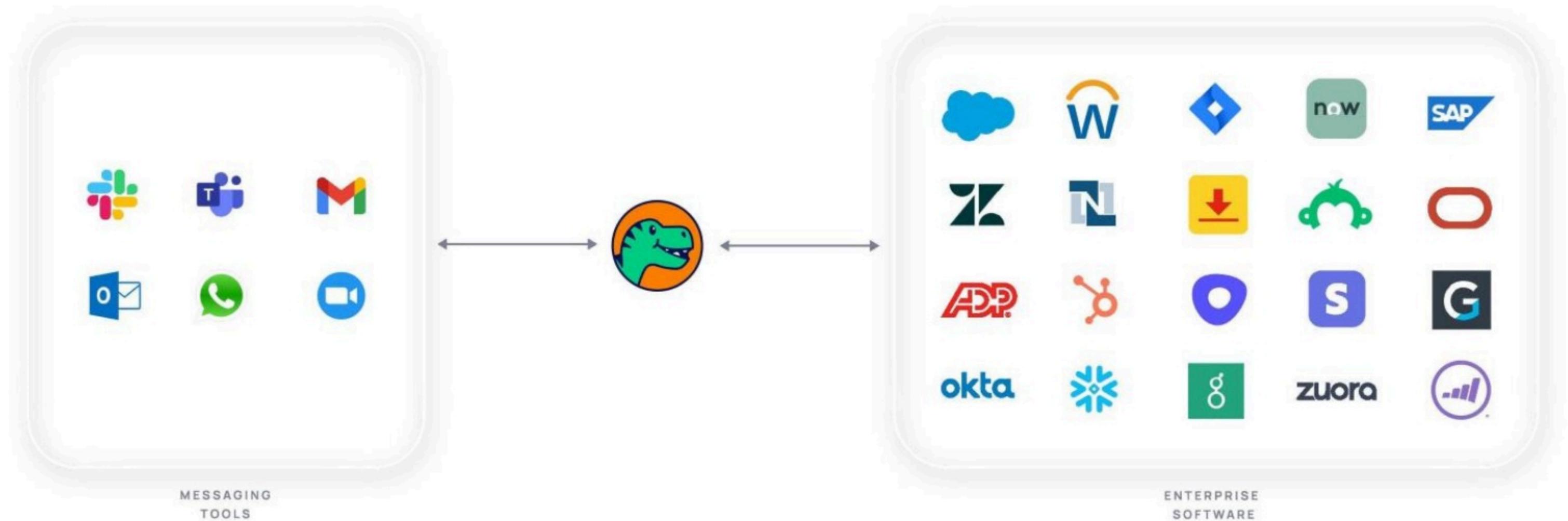


Leaders

Can't rely on insights powered by bad data.

SOLUTION

# Rattle makes **chat platforms** the new UI for **enterprise apps**





SOLUTION

# Messaging apps are **perfect** for this



Collaborative

Collaboration is at the heart of chat apps.



Clean & focused UI

Surface the right info, at the right time.



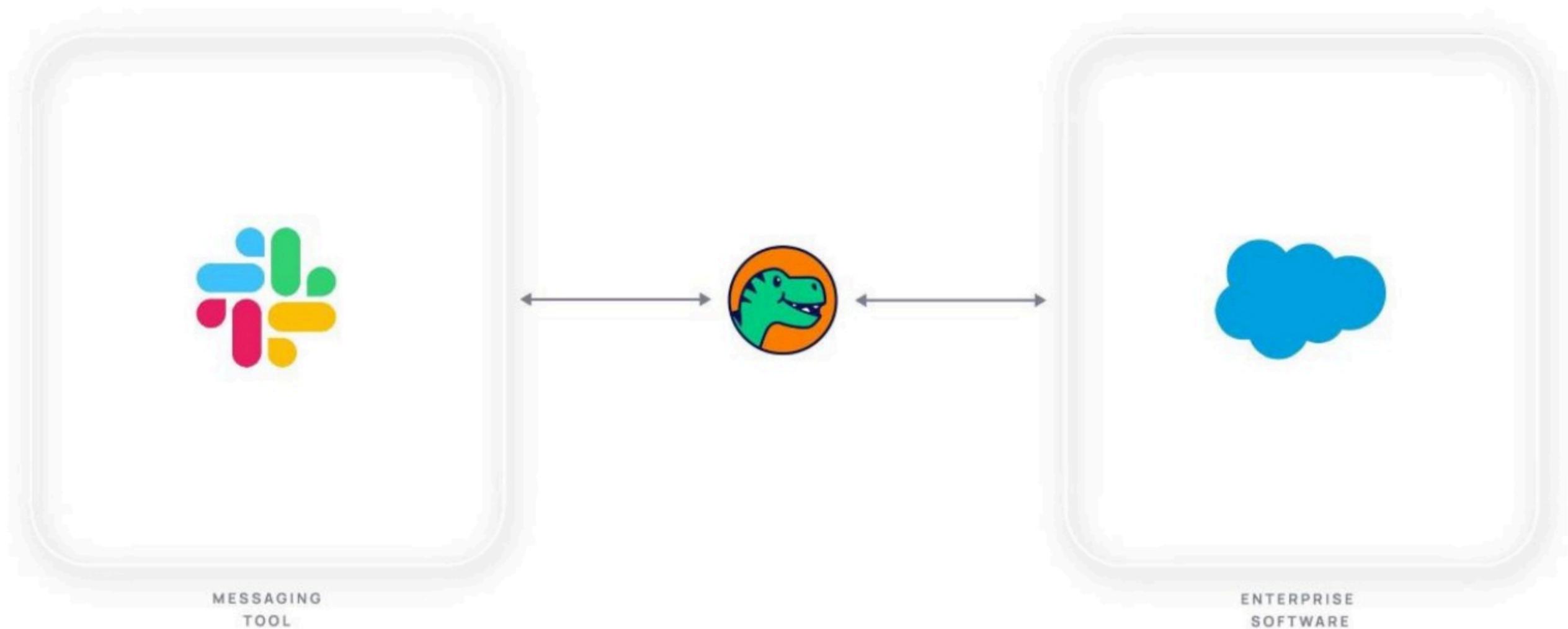
Meet users where they are

Teams now live & breathe in Slack/Teams.



SOLUTION

# We started by just bringing **Salesforce** to **Slack**



PRODUCT

# Here's Rattle in action - letting reps **log calls** in seconds!

This is one of 100s of use cases, achieved by a seamless integration between Salesforce & Slack.

The screenshot shows a Slack interface with a sidebar on the left containing a list of channels and direct messages. The main window displays a Slack channel named 'rattle'. At the top, there is a header for the channel with a 'Messages' count of 1. Below the header, a message from the Rattle app is displayed. The message content includes call details: Name: Edge SLA, Amount: \$80,000, Stage: Proposal/Price Quote, Close Date: 30th Jul 2021, and Next Step: Next call scheduled for 5/21. Below the message, there are five buttons: 'Log call', 'Update Salesforce', 'Add Task', 'View Owner', and 'View in SFDC'. A second message from the Rattle app follows, with a timestamp of 17:10. It contains a meeting notification: 'You have an upcoming meeting with sean@edge.com, rose@edge.com'. Below this, the meeting details are shown: 'Sahil (Rattle) / Sean (Edge)', 'Wednesday, March 31st 05:15 PM - 06:00 PM', 'Location - zoom.us/67587696866', and '3 participants'. A dropdown menu is open, showing 'Select record found for this meeting' with 'Edge SLA' selected. Below the dropdown, the same call details as in the first message are repeated. At the bottom of the channel, there is a text input field for sending a message to 'rattle' and a set of icons for message actions.

PMF

Market agrees that this is **way better**

**xx% of users** move from free trials to paid plans and call Rattle game-changing.

We get insane customer love and often become a verb.  
Click to see **case studies, video testimonials & G2 reviews.**

# There's direct impact to **bottomline revenue**



**75% reduction** in lead response time



**8 hours saved** every month for SalesOps



**5x visibility** into deal performance and forecasting



**45 mins saved** each rep every day



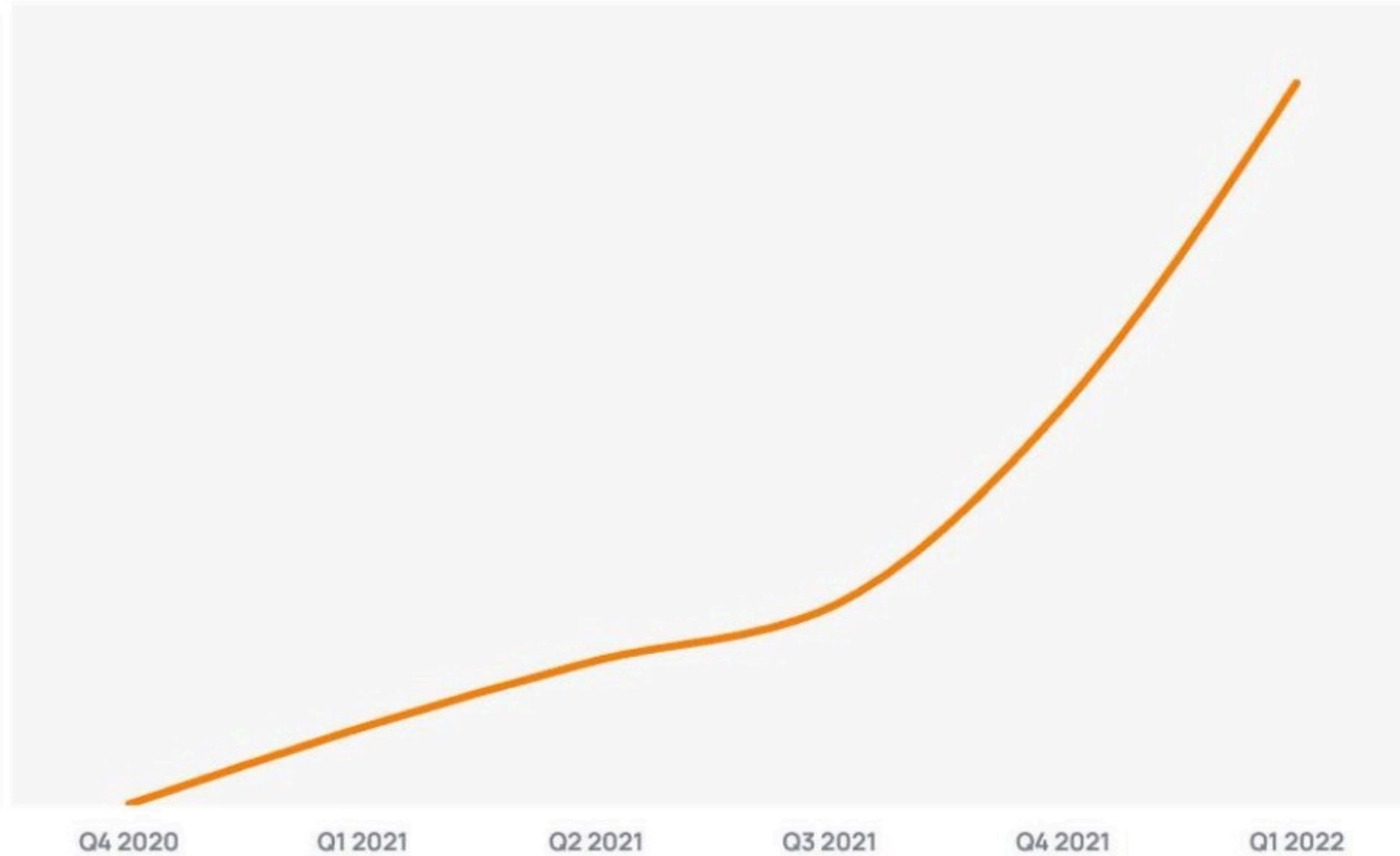
**50% reduction** in data hygiene issues



**90% reduction** in approval time

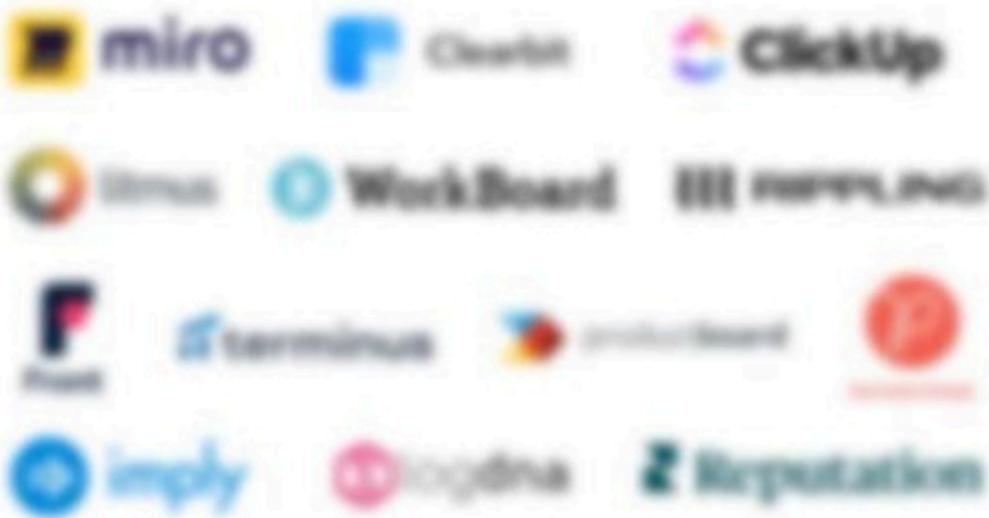
TRACTION

**982% YoY** revenue growth from 2021 to 2022



# Revenue teams at **high-growth** companies love us

We have sophisticated customers who have an advanced revenue tech stack.



**“We’re easily saving 30 min a day per rep with Rattle!”**

Being able to take call notes directly in Slack and have them immediately update in Salesforce is a game changer for my team. We’re easily saving 30 minutes a day per rep!



**Joey Wood**  
Director of Outbound Sales  
ClickUp

**“Rattle has been incredibly impactful to me and my team.”**

Being able to not only have these notifications directly in Slack, but also having the ability to make the necessary changes from Slack, has already gotten rave reviews from the reps and that’s not an easy feat!



**Logan Toskey**  
Sales Manager  
Clearbit

**“Our team loves Rattle!”**

We moved to Rattle as it takes minutes to set up, is incredibly easy to use and supports bi-directionality which our team loves!



**Alex Netsch**  
Director of Revenue Operations  
Rippling

**“Rattle has become a verb at Litmus”**

Rattle allows me to create any kind of workflow that I can imagine and probably has had the highest ROI of any recent tools we have rolled out. The effort that we put in is very small compared to the value that we are getting.



**Shelli Welch**  
Team Lead, Sales Operations  
Litmus



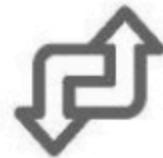
WHY

# Every company in the world will eventually use Rattle



Set up

Get up & running in less than 1 min



Change management

No new tool to learn as Rattle utilizes existing tech stack

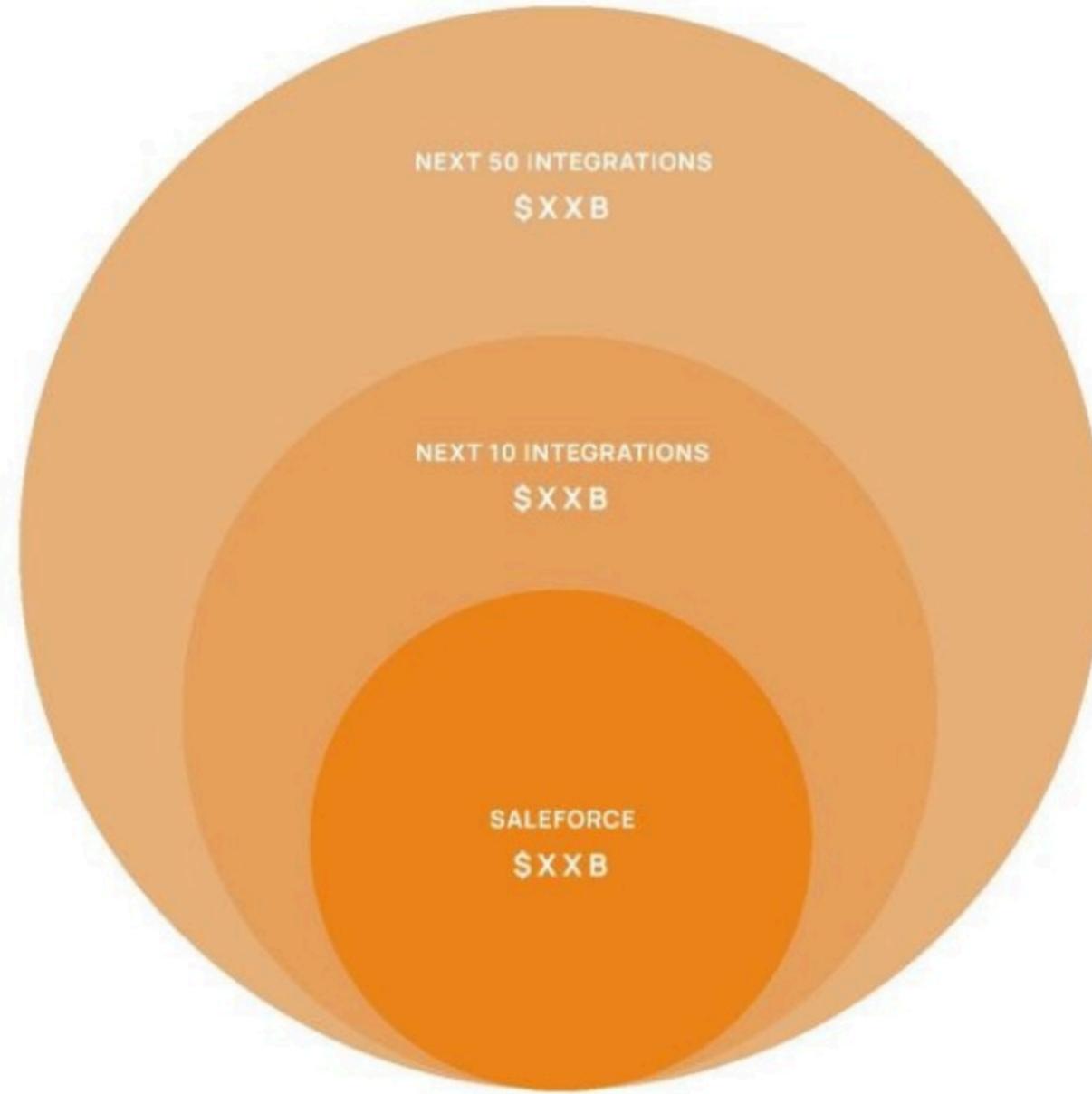


Impact

Start seeing ROI within the same day

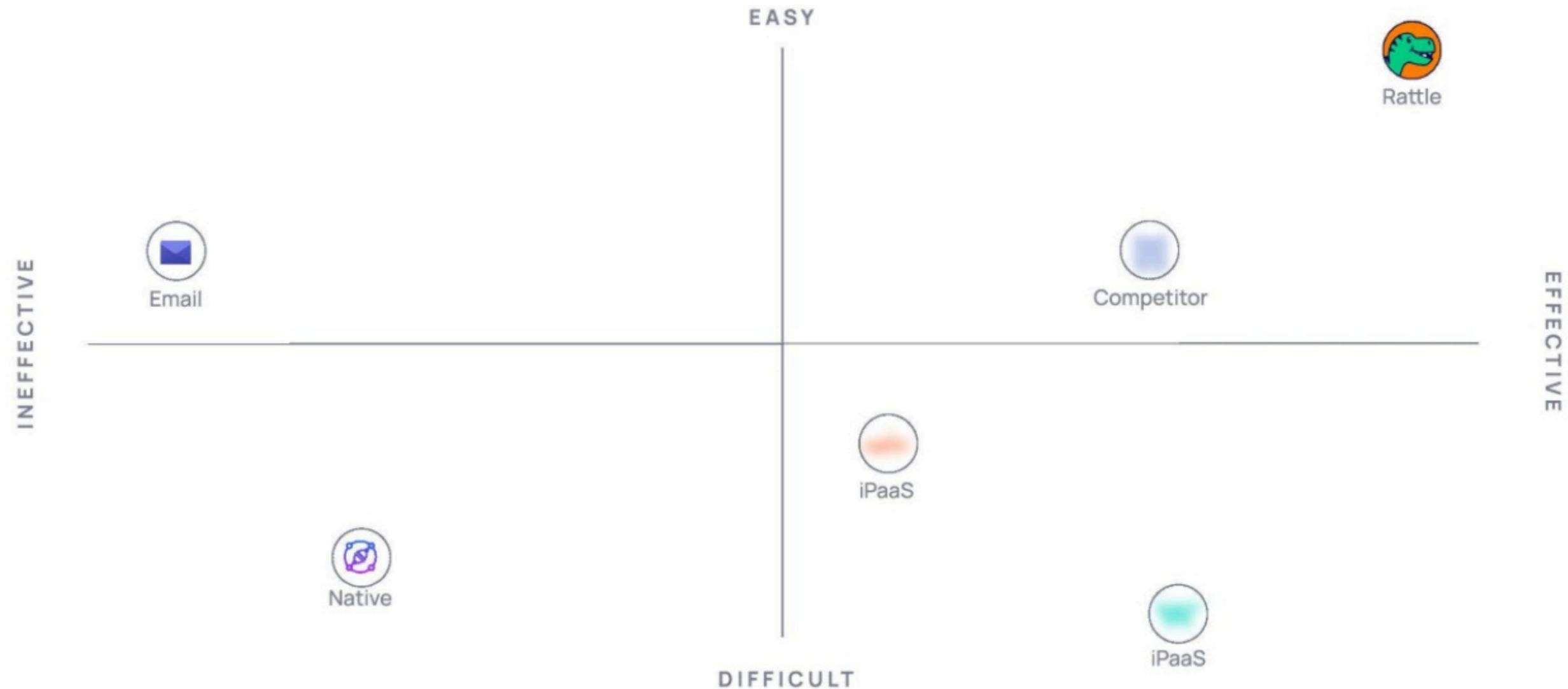
MARKET SIZE

**x M SFDC users x \$xxx/yr = \$xxB immediate opportunity**



# Most tools simply **move data** from point A to point B

We will win by being focused on <xyz>



TEAM

# Serial founders with domain expertise & bay area exposure



SAHIL AGGARWAL  
CEO

Building in the sales/martech SaaS space for 5+ years.

Previously -

- Product leader, Mutiny (Sequoia & YC)
- Co-founder, Leadworx
- First PM out of Asia at Gigster (YC S16)



MILAN PAL SINGH  
CTO

Experienced in building SaaS products from the ground up.

Previously -

- Lead engineer, Zostel
- Core Team, Leadworx
- Software engineer at QuezX



APOORVA VERMA  
COO

Extensive experience in working with customers on technology roll-outs.

Previously -

- Worked with Macy's in SF
- Consultant at BCG
- Associate at ZS