

# What is Opportunity Explorer?

**Opportunity Explorer** revolutionizes how partners identify and capitalize on revenue opportunities, through custom product recommendations within their existing client ecosystem. Harnessing the power of machine learning, trend analysis, and partner data, this business insights solution delivers personalized product suggestions and unlocks revenue potential. Its intuitive interface blends simplicity with advanced functionality.

Partners can search, filter, and sort opportunities in a completely reimagined user interface. More than just a tool, Opportunity Explorer stands to transform business and is poised to illuminate untapped revenue streams and pave the path for future growth trajectories.

## Simply put

Opportunity Explorer is a revolutionary Marketplace feature that utilizes rich data and machine learning to provide actionable insights for partners and help them discover sales opportunities and create custom solutions.

## Features and benefits:

<b>Insights to transform business:</b>	Transform data into actionable sales opportunities by harnessing the power of insights to help focus time on the customers with the biggest upside.
<b>Upsell/cross-sell/add-ons:</b>	Using trend analysis and comparisons to similar businesses, partners can quickly discover products to complement their existing services and solutions. This allows partners to optimize what they already see and uncover hidden potential.
<b>Security recommendations:</b>	Using best-in-industry security packages and CIS version 8, Opportunity Explorer illuminates customers with security gaps, to help partners quickly identify customers that may benefit from a security discussion.

## FAQs:

<b>Is Opportunity Explorer available to all partners?</b>	Yes. On the morning of June 17, 2024 (for North America and EMEA partners) and June 18, 2024 (for APAC partners), all partners have full access to the updated Pax8 Marketplace experience, including Opportunity Explorer.
<b>What business benefits can I see from using Opportunity Explorer?</b>	Our inaugural feature within the Marketplace, Opportunity Explorer, allows partners to intelligently grow their businesses, use their time and resources more efficiently, and ensure that customers have proper security coverage – strengthening customer value and mitigating the risk of customer churn. Over time, the more data that is aggregated and activated, the more precise and diverse the potential opportunities.
<b>How can Opportunity Explorer drive these benefits?</b>	Partners can act on recommended opportunities by creating customer quotes and managing the delivery of ongoing recommendations.

How does it work?

Combining machine learning, aggregating data across our partner ecosystem, and partner’s individual data, Opportunity Explorer reveals upsell/cross-sell opportunities modeled using data across the entire Pax8 ecosystem, delivered as recommendations that are unique to each partner business.

Is a PSA integration required for Opportunity Explorer?

No. Partners who have not synced a PSA tool can still benefit from the recommendations in Opportunity Explorer.

How can I be sure that Pax8 is collecting and using data in a secure and compliant way?

Pax8 is dedicated to keeping data safe and ensuring it is used in a compliant and transparent way. For more information on how we use and protect data, please visit the [Pax8 Trust Center | SafeBase](#).

Will training materials be available?  
How long does it take to learn the tools?

Opportunity Explorer was designed to be intuitive and easy to understand. Additionally, we have developed a comprehensive series of training tools. In fact, we have a dedicated section in Pax8 Academy with feature details, video tutorials, and the opportunity to provide direct feedback about Opportunity Explorer.