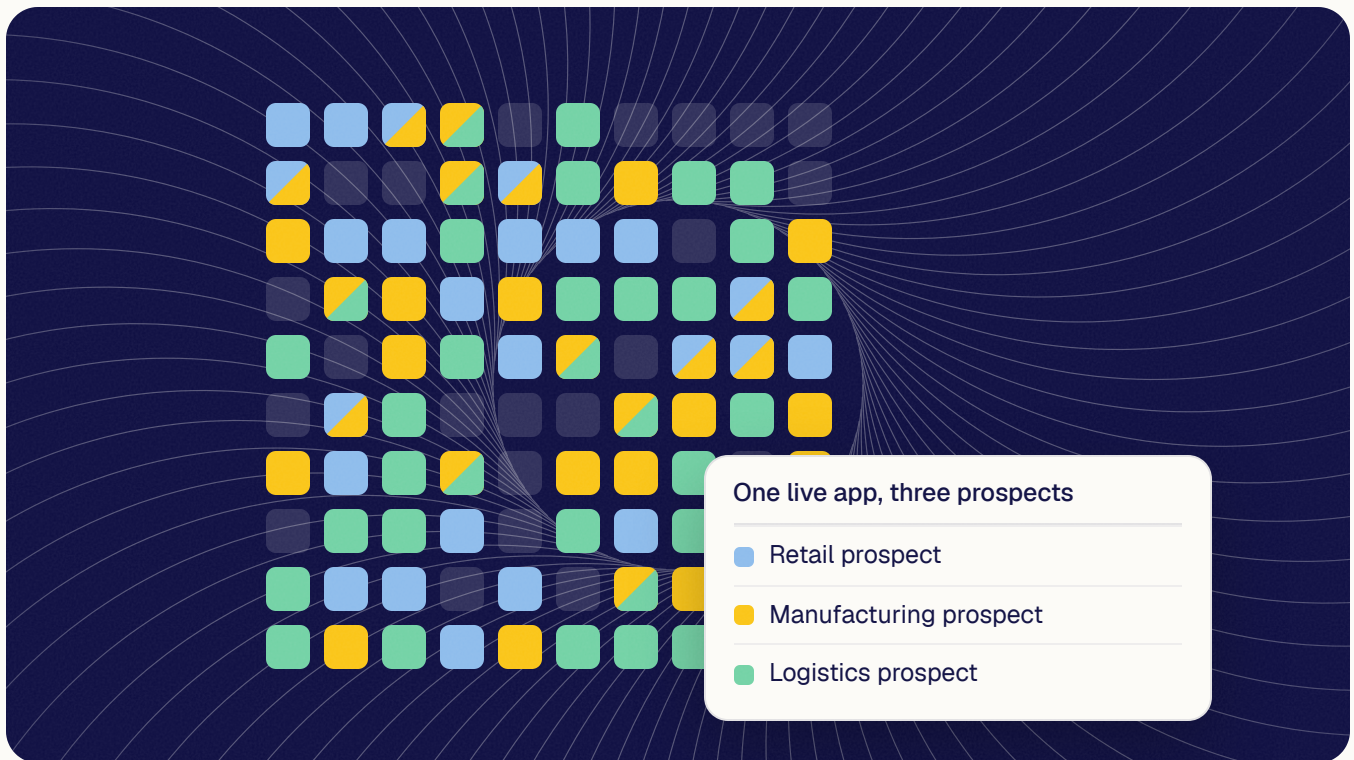




Data Injection · A visual guide for SEs

The right data for every prospect. The freedom to keep adapting.

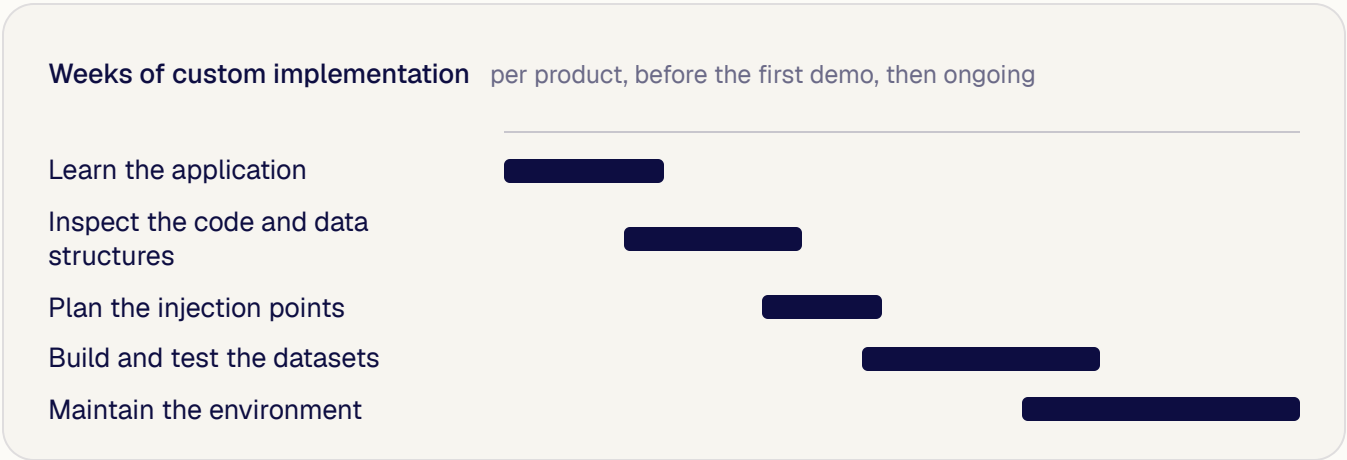
The best demo environment isn't a demo environment at all. It's your live app. With Reprise, custom data makes that app relevant to each prospect, and the SE keeps the freedom to follow the conversation wherever it goes.

This guide is about Data Injection: custom data injected into your live app, presented by an SE. The app, prospects and values are illustrative.

01 · The shift

Getting custom data into a live app used to be a heavy lift.

It meant a custom implementation for each product: learning the application, inspecting its code and data structures, planning the injection points, and building and testing the datasets. Customization was worth it. The problem was the time, effort and upfront cost it took to deliver.



With that much invested before the first call, teams naturally built for the needs they could anticipate in advance. Changing the data later meant going back through the same engineering work, so datasets tended to stay as they were built.

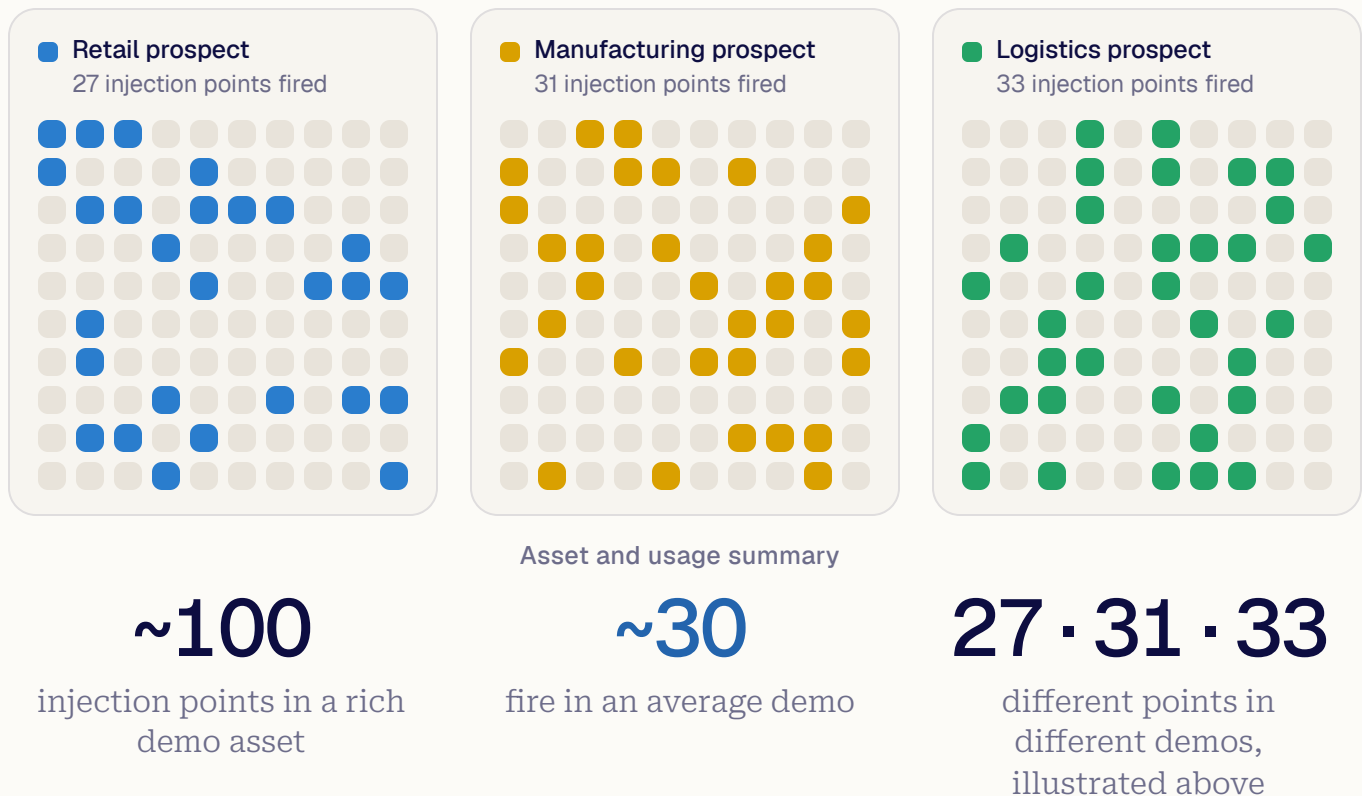
Reprise's AI removes that constraint. Describe the prospect and the story, and the data is generated and injected into your live app. Describe what changed, and it is revised. Personalizing a demo, or updating one, becomes a few minutes of work an SE can do alone. The next page shows why that matters.

Phases shown in sequence, not to scale.

02 · The finding

Each prospect needs a different story from the same application.

In Reprise's observations, a rich demo asset has around 100 injection points and an average demo fires around 30 of them. The part that matters: they are different points in different demos, depending on the prospect and the conversation.



Because each prospect reaches a different part of the application, the asset has to be rich enough for every conversation. And because each prospect sees their own slice, that slice can be tailored to them rather than shared across everyone. Teams need a rich asset, data they can change easily as needs emerge, and to pay only for the points that actually fire. With Reprise's AI, the data a prospect sees can be built around their business, their challenges and the conversation you need to have. You can create more variations and keep refining them as you learn what matters.

03 · One live app, a relevant story for every prospect

The same application, three prospects, three stories.

A demo asset can hold several datasets. Here the same live app carries a retail story, a manufacturing story and a logistics story: different prospects, different needs, data tailored to each and switched on for that call.

01

Retail: demand and inventory pressure

* PROMPT

Create this demo using Reprise for Northstar Retail, a 24-store retailer. Show rising demand in the Northeast and three stores running low on stock. |



Same app, retail data. Orders and Northeast demand climb; the inventory list flags Boston Seaport and Providence.

02

Manufacturing: output below target, backlog up

* PROMPT

Create a new dataset using Reprise for Keystone Manufacturing, a six-plant manufacturer. Show output slipping below target and a growing backlog. |



Same app, manufacturing data. Output slips below target and the backlog grows, up 9%; the plant list flags Dayton and Toledo behind plan.

03

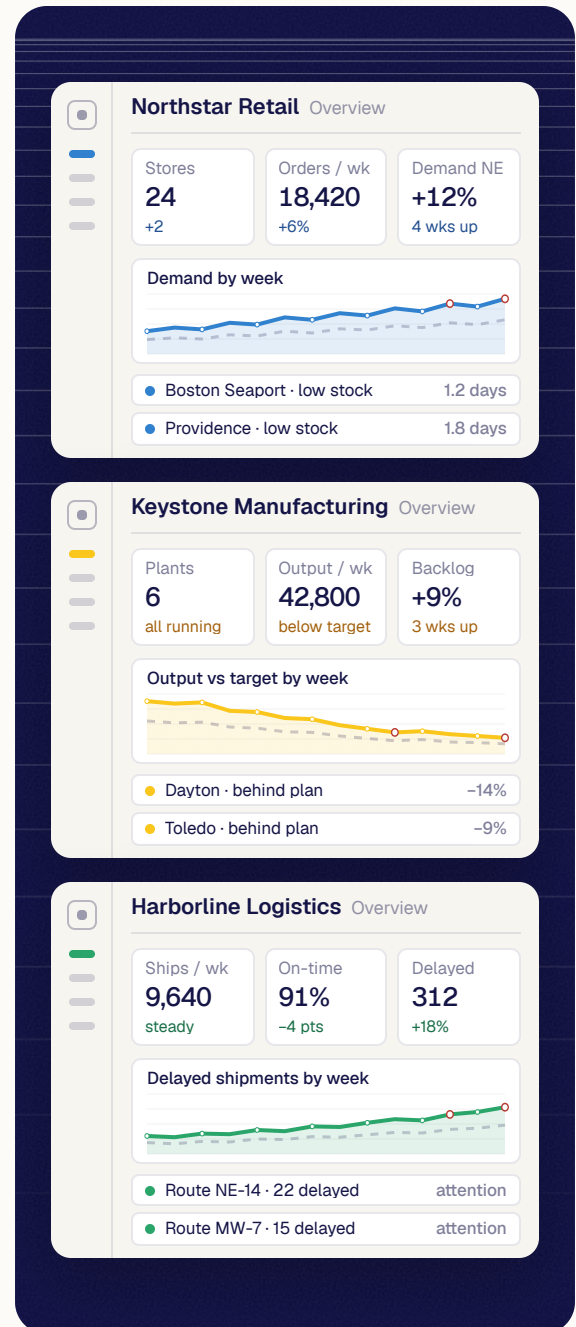
Logistics: delayed shipments and routes at risk

* PROMPT

Create a new dataset using Reprise for Harborline Logistics. Show declining on-time delivery performance, delayed shipments and routes that need attention. |



Same app, logistics data. On-time delivery declines and delayed shipments climb; the route list flags NE-14 and MW-7 for attention.



04 · How it works

Describe the use case. Review the data in your app. Revise whenever you need to.

Describe the use case in plain language, to Reprise’s AI in the extension or to your own AI agent through the Reprise MCP. Either way, Reprise provides the application-aware data injection that puts the custom data into your live app.

1. Describe the prospect and the use case.

2. Generate and review the data in the live app.
3. Activate it for the call.

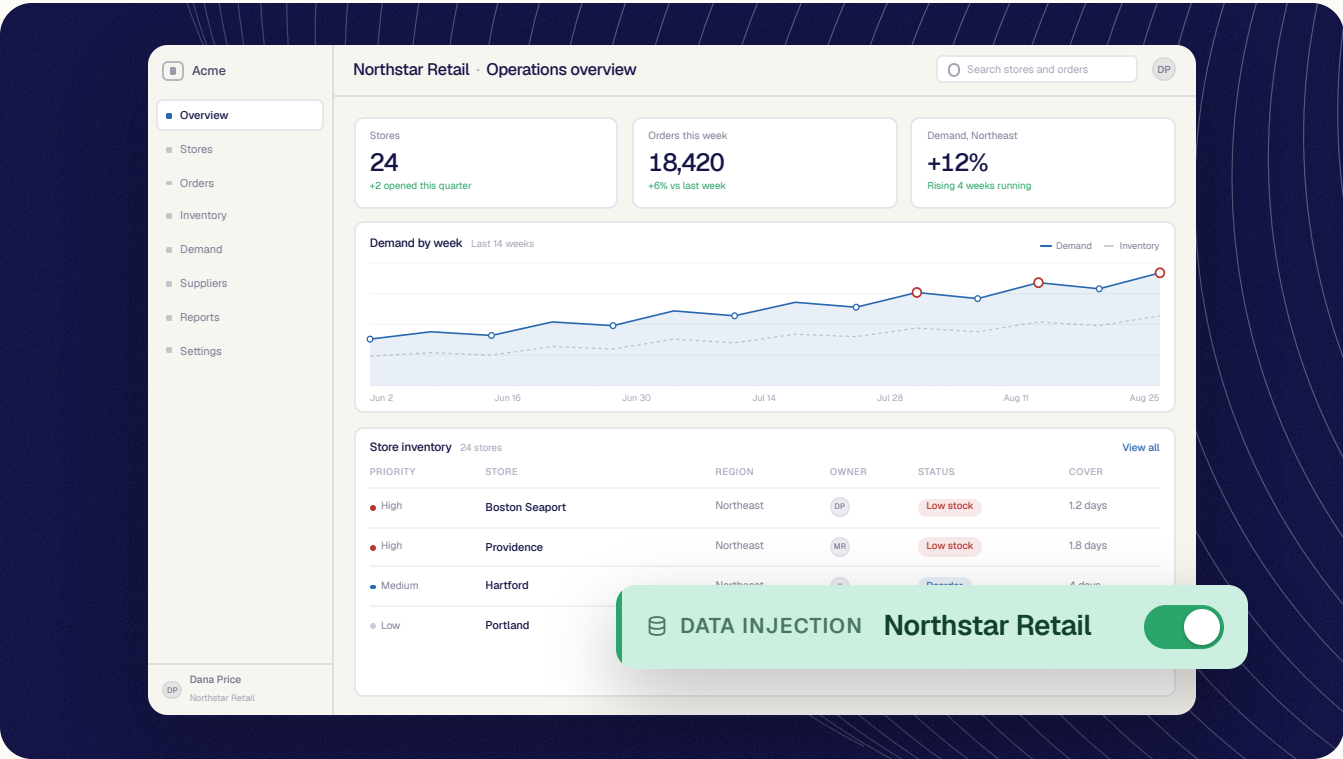
4. Revise as needed, in the same conversation.

Starting a new dataset

✧ PROMPT

Use Reprise to prepare this app for a demo to Northstar Retail, a 24-store retailer. Show rising demand in the Northeast and inventory pressure in three stores. Keep store names, dates and totals consistent across the charts and tables.

- ✓ Dataset injected into the live app. Demand climbs, three stores are flagged, totals agree. Northstar Retail is an illustrative prospect.



05 · Keep adapting

When the opportunity changes, the data changes with it.

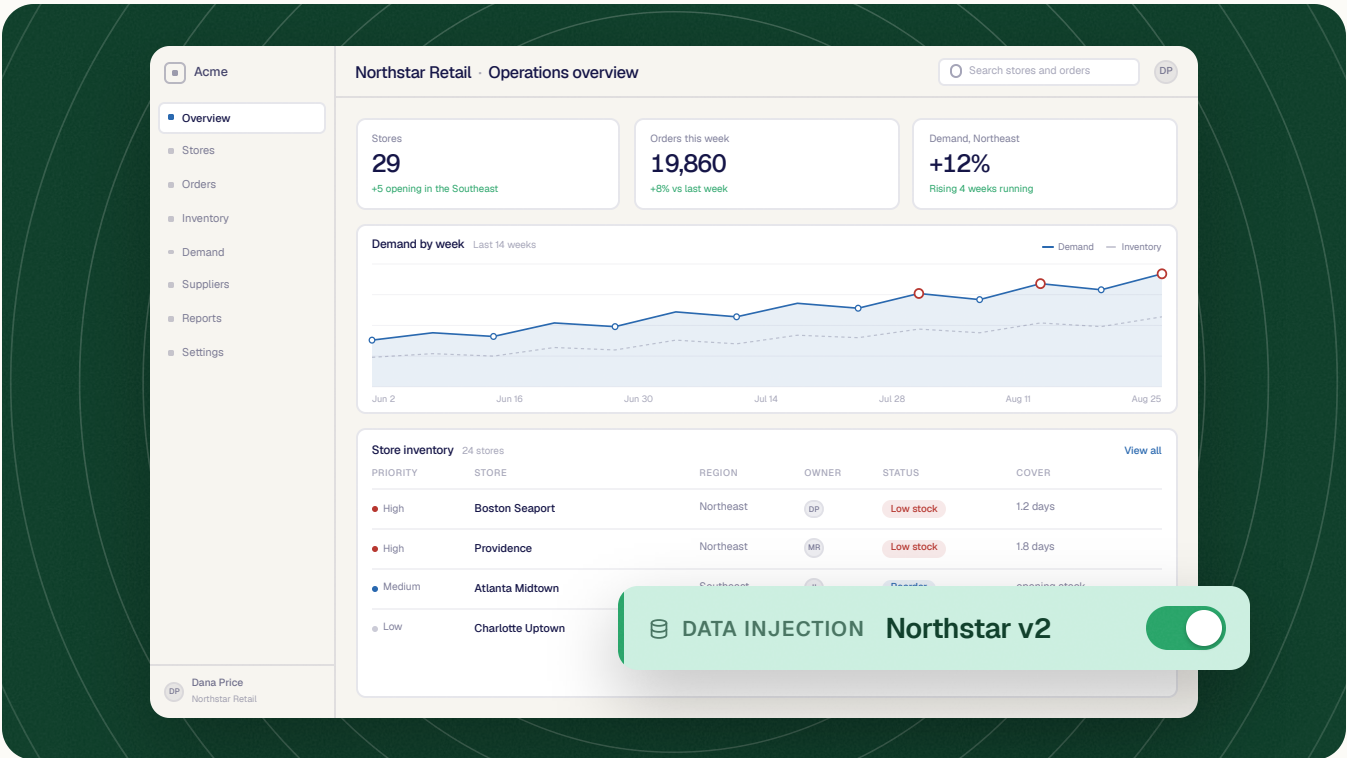
The first dataset is a starting point, not a prediction of everything the prospect will need. As the SE learns more, from a second discovery call, a new stakeholder or a detail the champion mentions, the data and its scope adjust to fit the next conversation.

Revising a dataset: an illustrative follow-up

✧ PROMPT

Northstar just told us they are opening five stores in the Southeast next quarter. Add them to the dataset with opening inventory, keep the Northeast demand story, and update the totals to match.

✓ Dataset revised, everything else untouched. Five Southeast stores appear with opening stock, the store count and totals update, and the Northeast pressure the prospect already saw is still there.



The same kind of request adds a margin view when the CFO joins, or extends the dataset to the suppliers screen. None of it has to be anticipated upfront, and each revision is reviewed in the app before the call.

06 · What this makes possible

Keep your demo relevant as the conversation evolves.

Build a rich demo experience. Different prospects will need different parts of it. Reprise makes that experience easy to tailor as you learn more, and you only pay for the injection points that fire.

Room to prepare variations

Create a variation for each prospect, update a dataset when their needs change, and extend it when the conversation reaches a new part of the product. Reprise pricing is based on usage: you pay for the injection points that fire in a demo, not for every point you prepared, which gives teams room to build and refine variations freely.



Build a rich experience

Cover the parts of your app different prospects will reach, with data that fits the company in the room.



Tailor it as you learn

Describe what changed and the dataset is updated, reviewed and reactivated in minutes.



Pay for what fires

Usage pricing leaves room to prepare variations without paying for every prepared point.

Try Data Injection for free

Explore the full experience with your own app and see how easy it is to create data for your next demo. reprise.com/free