



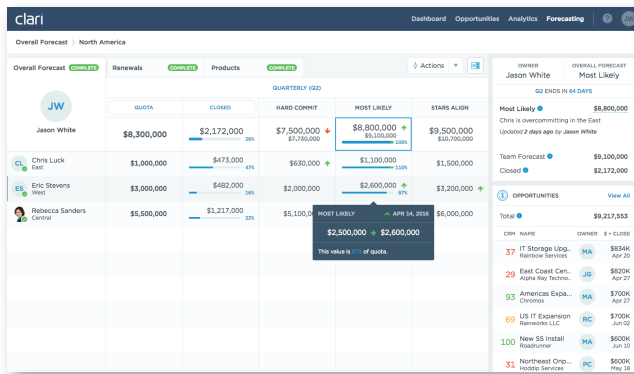
HOW AM I GOING TO EXCEED MY NUMBER?

FEATURE BRIEF: DYNAMIC FORECASTING

Traditional forecasting solutions rely on static captures of data from CRM, a single, often inaccurate and incomplete source. They require deliberate updates and data entry, and once configured, they are difficult to change. When your opportunities, deal statuses, and rep activity are changing constantly, your forecast has to change too.

It has to be dynamic.

Clari Dynamic Forecasting uses machine learning to track deal progress and activity, customer engagement, and updates to opportunities. Our technology gives executives confidence in answering the most important question of all — not just “Where will we end up this quarter?”, but **“How am I going to exceed my number?”**



“Clari gives us real confidence in our forecasts, Clari’s Dynamic Forecasting provides both a top-line number and its underlying components. With that valuable insight, sales management knows exactly where to focus.”

Ari Klionsky
Vice President of Sales Operations at Five9

SPEAKS YOUR LANGUAGE:

No more settling for a “one sheet fits all” forecasting solution. Dynamic Forecasting can be fully tailored to match your company’s process, from naming fields to customizing the CRM formulas that back up each call.

TRACKS EVERY UPDATE:

Clari records all changes to the forecast, allowing you to see how the forecast has changed over time and enabling more informed decision-making.

COMPARES LIVE AGAINST SALESFORCE:

Don’t get stuck trying to compare a forecast to outdated, static data. Just like the rest of the Clari platform, Dynamic Forecasting pulls all information live from Salesforce in real-time, so you always have an accurate view of the deals that back up the forecast. Plus, you can even drill down into the individual deals to see data science predictions, activity analytics, and more.

GIVES YOU A 360 DEGREE VIEW:

Every sales leader knows that CRM data is not enough. Clari integrates real-time email and calendar data directly into your forecasting view, enabling you to see not only the current status of a deal, but where’s it’s been and where it’s going. It transforms what was once purely a “numbers game” into a whole new way to drive your pipeline forward.

CAPTURES UPDATES ON THE GO:

We all know that salespeople are busy. With the Clari mobile app, you can update your forecast with just a few taps, before you hop in the car to your next customer meeting.

Through data science and machine learning, Dynamic Forecasting powers the entire forecasting process, from capturing the forecast to aligning and driving the business.