CRM + Clari:
Supercharge Your Revenue Stack

CRM is essential, BUT NOT ENOUGH

CRM provides a system of record to control your transaction and account information.

But it wasn't designed for the **modern revenue process** that requires an equal focus on retention as well as growth, collaboration across go-to-market teams, and data-driven rigor.

CRM alone can hold you back because you have to:

Waste time manually entering deal and account data so your system of record is rarely up-to-date and accurate.

Rely on incomplete data to manage your business so you don't know where your pipeline stands or if you'll make the number.

Try to correlate activity signals from different systems so you don't have complete insight into your end-to-end buyer's journey.

Create ad-hoc reports and roll-up spreadsheets by hand so tasks like coaching and forecasting become data validation exercises.

Re-configure CRM when launching a new growth initiative so you can't respond quickly to market opportunities and challenges.

The results of an ONLY CRM Model?

Reps spend **30%** of their time on manual, administrative tasks. [1]

Only **43.7%** of forecasted opportunity close won. [2]

That's why we built Clari's Revenue Operations Platform.

Clari works alongside your CRM to drive revenue growth and retention. We use AI to automate CRM and eliminate do-it-yourself spreadsheets, reports, and off-line conversations to give you:

- **Better forecast accuracy**
- **More visibility into your pipeline**
- **More control over your revenue**

Best-in-breed companies run their revenue generation process like a finely-tuned factory.

From:

A hodgepodge of spreadsheets, reports and manual processes used on top of their CRM to manage revenue.

To:

A single **Revenue Operations Platform** using AI, automation and data signals from all go-to-market systems to manage opportunities, spot pipeline risk, and forecast new business, churn and upsells.

Clari and CRM Together Give You

Better Data — Automate data entry so your deal information is always complete and up-to-date

Higher Adoption — Your reps and managers get real value from CRM with less effort

Improved Execution — Your entire revenue team is more effective and productive

Predictable Revenue
- Predict where you'll finish the quarter by week 3
- Know when you're short on pipeline, for out quarters too
- Spot renewal risk or upside opportunity anywhere in your customer base

How Clari + CRM Helps Everyone on the Revenue Team

	With CRM Only	With CRM + Clari
Sales Ops	**Wasted hours** generating and maintaining spreadsheets and ad-hoc reports that are out of date the moment you pull them	**Everyone on the revenue team has access to real-time insights** about deals, pipeline, and forecasts, so you can focus on winning business
Sales Managers	**Unnecessary time spent nagging** your reps to understand deal status and still have no data you can count on	**Get predictive insights and clear visibility** into all deal activity so you can spot pipeline risk and coach your team to success
CRO's & Sales Leaders	**Surprises caused by blind spots**, process gaps, and end of quarter misses that can damage careers	**Execute your current quarter** and prepare your pipeline for future quarters to get control over your revenue process
Marketing	**Little to no visibility** into the true state of the pipeline and how leads and opportunities are moving through the funnel	**Know the status of active deals** and opportunities so you can align with sales on how much pipeline is needed to hit revenue goals
Customer Success	**Miss seeing churn risk** and upsell opportunities for current and future quarters	**See how renewal and upsell opportunities are tracking** using AI insights so you can more accurately forecast churn and align with sales to mitigate risk
Sales Reps	**Time spent on the wrong opportunities** and struggle to keep deals up to date in CRM	**Focus on the deals with the best chance of closing** while saving precious selling time through automatic updates

For B2B companies that need to deliver predictable growth and retention, Clari's Revenue Operations Platform aligns the entire revenue team with a consistent, real-time view of the business to drive action and optimize the revenue process.

Learn more at: clari.com/demo

Clari

[1] 2018 Sirius Decisions Research Brief, *Making Sales Prospecting More Productive*

[2] 2018-2019 CSO Sales Performance report