

How Juniper Set A New Standard for Forecast Reviews



INDUSTRY

Computer Networking

CHALLENGE

Transform 1-on-1s from tactical and historic to strategic and forward-looking

SOLUTION

Juniper deployed Clari's Predictive Sales Analytics to improve forecast accuracy, enhance manager coaching, and give reps more time to sell.

BENEFITS

- Improved deal execution
- Better deal coaching and management
- Improved forecasting
- Increased selling time

Juniper Networks offers high-performance network solutions to help service providers, enterprises, and the public sector create value and accelerate success.

THE CHALLENGE - IMPROVE REP AND MANAGER 1-ON-1S WITHOUT STEALING SELLING TIME

"Our biggest obstacle was managers not knowing enough about deal status. Instead of pulling reps out of the field and forcing more data entry, we wanted to find a solution to unify our teams automatically that could scale our entire organization."

Alvio Barros - SVP Americas Enterprise

Major Obstacles

- Inaccurate forecasting
- Low adoption and use of CRM among reps
- Inability to identify proven best practices
- Precious selling time focused on the wrong accounts
- Sales strategies not optimized for opportunities
- Plenty of art and talent... but not enough (data) science

THE SOLUTION - DATA AT THE CENTER OF SELLING

Clari helps Juniper Networks drive more revenue and increase forecast accuracy by leveraging data science, mobile optimization, and beautiful design.

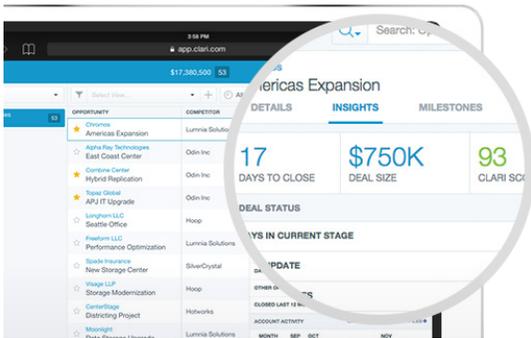
"Data is at the center of the future of sales. With Clari, Juniper's sales managers quickly assess where reps need more guidance and tap into the platform's predictive analytics to steer them in the right direction. Managers can spot which deals are moving (*and which are not*), monitor outreach response, and evaluate pipeline strength across the entire sales team."

Eddie Mello - Senior Director of GTM Operations

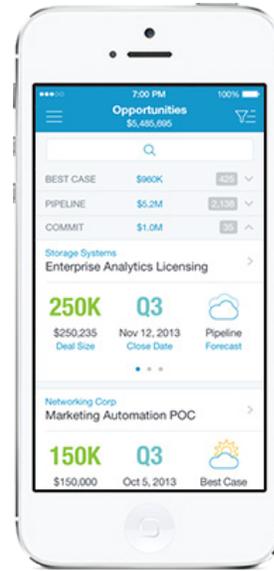
Delivering Revenue and Forecast Accuracy...Now

The Juniper sales team knew out-of-date and missing data kept them from reaching their potential. Without clarity on deal progress or at-risk deals, reps concentrated on the wrong deals, managers could not deliver coaching in time to fading opportunities, and teamwork suffered. Efforts to improve data by demanding more documentation from busy sales reps stole time from selling and irritated senior and junior reps alike.

Clari's ability to predict deal outcomes and deliver clear visibility into deal progress without being a time sink showed instant value for Juniper. The immediate adoption of Clari led to an increase in forecast accuracy and data quality while significantly reducing data-entry time. In the short-term, this helped managers and reps focus on the right deals with the right strategies. And looking forward to future quarters, Clari helps them discover, drive, and track proven best practices.



THE NEW ERA OF DATA-DRIVEN SELLING



Predictive analytics drive insight – Clari's data science provides new levels of visibility into deal progress and pipeline quality, enabling a more accurate forecast and better targeting of selling efforts. With Clari, sales executives get instant visibility to risk in their forecast, allowing them to make modifications or help the team win deals.

Mobile enablement drives action – Clari increases selling effectiveness while slashing data-entry time. Clari proactively pushes actionable customer insights, email history, prospect news, manager guidance, and more right to the rep's pocket.

With no additional rep effort, Clari analyzes selling activities to score the opportunity and its chance of closing. And all the while, Clari reduces data-entry time by acting as a CRM assistant. As a result, reps know more and sell more.

Impact on the Business

- **Increased Rep Productivity:** Reps have significantly increased selling time and capacity by reducing CRM data entry time.
- **Accelerated Onboarding:** With instant insight into all deal activity, deal coaching has been enhanced and the time to full productivity for reps has been dramatically reduced.
- **Improved Forecast Accuracy:** As a publicly traded company, the ability to set and meet revenue expectations is integral to shareholder value. Juniper is now able to see where there is risk and which deals need attention to properly manage expectations in a single product.

"Data science and predictive analytics are clearly the future of modern sales organizations. By partnering with Clari, we're breaking new ground and leading the next generation of data-driven selling."

Alvio Barros - SVP Americas Enterprise

