

Clari Turns Insight Into Action As It Sets Nutanix Up To Scale

NUTANIX

INDUSTRY

Information Technology

CHALLENGES

- Prepare sales team to meet growing demand for Nutanix products
- Give executives visibility into sales activity
- Increase sales rep productivity and improve CRM data quality

SOLUTION

Nutanix deployed Clari to accelerate its sales process and close more deals in less time.

BENEFITS

- Reduced CRM data entry time by 30 to 50 percent
- Increased selling time by 15 to 25 percent
- Reallocated 9,000 hours of data entry time to selling activities
- Directly increased the sales capacity of the Nutanix team

Nutanix delivers web-scale IT infrastructure to enterprises with its software-driven Virtual Computing Platform, natively converging compute and storage into a single solution to drive unprecedented simplicity in the data center.

THE CHALLENGE - OVERCOMING CRITICAL SALES OBSTACLES

“Early on, we recognized we had to enable our sales team with the best resources available to meet the incredible demand for our Virtual Computing Platform,” explains Sudheesh Nair, Vice President of Worldwide Sales and Business Development for Nutanix.

Major Sales Obstacles

- Low visibility into deals
- Poor forecast quality, time-consuming data entry
- Low adoption of sales best practices
- Scaling the sales team to meet market demands

THE SOLUTION - USING DATA SCIENCE TO INCREASE WIN RATES

Clari helps sales organizations drive more revenue and increase forecast accuracy leveraging data science, mobile optimization, and beautiful design.

Rapid Adoption

Immediately, sales rep productivity and CRM data quality improved, and adoption of the platform spread quickly throughout the organization. Nutanix sales professionals are using Clari to track, manage, and close deals faster while in the field and report an average of 2-3 hours saved on CRM data entry per week. The preliminary time savings and benefits have enabled Nutanix to reallocate 9,000 hours of data entry time to selling activities – giving them more time to respond to escalating interest from the Global 2000 enterprise market.

"In Clari, we found a tool that improves sales productivity in the field, and gives our sales managers additional visibility into deals. This is helping our sales team drive revenue while simultaneously increasing the quality of data we capture into our CRM."

Sudheesh Nair - Vice President of Worldwide Sales and Business Development

Scaling With Intelligent Pipeline Management

- **Mobile deal intelligence for Nutanix sales teams** - Clari delivers all critical information about Nutanix prospects to mobile devices, simplifying the way teams sell, improving decisions, increasing productivity, and increasing win rates.
- **Pipeline and forecast insights for Nutanix sales managers** - Clari provides extraordinary visibility into deal progression, allowing management to drive more business and increase forecast accuracy. Clari data science also delivers unprecedented insight into which sales approaches, tools, and even which Nutanix sales reps are most effective.

"With Clari, our sales reps have a mobile, easy-to-use window into all their enterprise data sources with content organized around the two things that matter most: deals and their relationships," says Nair. "Clari makes it easy to slice, dice, and act on the critical deals that require their attention, allowing them to handle more customer requests and close deals faster."

THE BENEFITS

Results of an internal Nutanix survey of sales reps show Clari is the first sales tool to provide instant, day-one productivity improvements. "It is also now one of the few tools Nutanix sales teams clamor for," says Nair.

Clari has helped Nutanix:

- **Reduce CRM data entry time** by anywhere from 30 to 50 percent
- **Increase selling time** by 15 to 25 percent
- **Increase productivity** by reallocating 9,000 hours of data entry time to selling activities
- **Increase sales capacity** to close deals faster and drive more revenue
- **Improved sales execution** turning insight into action, Clari arms reps with Nutanix best practices for their most important deals
- **Increase forecast accuracy** by knowing more about which deals are moving, and which aren't, sales managers can better coach reps and forecast revenue.



"Looking forward, the only way we can continue this growth is by making smart decisions and flawless execution. Clari is going to be instrumental in helping us do this."

Rickie Goyal - Sales Operations Manager