



# HOW IS MY PIPELINE CHANGING?

## FEATURE BRIEF: FLOW ANALYTICS

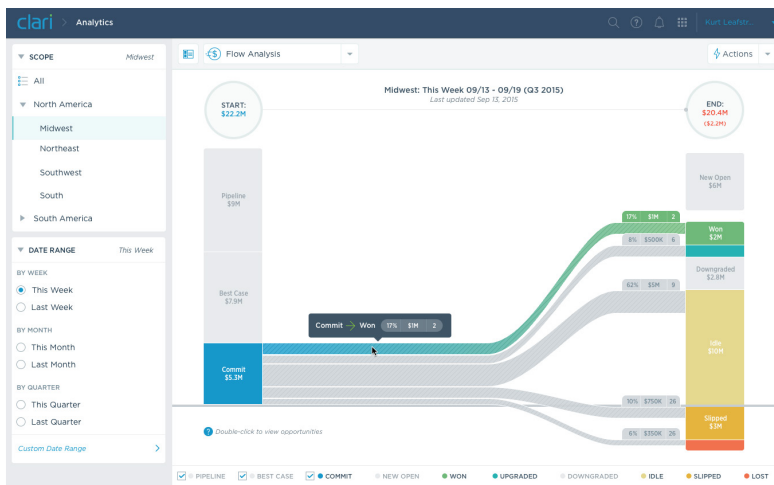
To understand why your pipeline and forecast changed, you need to know how deals in every pipeline category move — and why. Commit deals are supposed to close ... so which didn't? What do Best Case and Pipeline deals your team brought in early have in common? Interpreting the flow is the key to productive coaching and confident forecasting.



But the quantity of data and sheer variety of moves makes this hard. Pipeline analysis in Salesforce means taking daily snapshots of your data, exporting them to Excel, and manipulating the data to make sense of it. It's complicated and time consuming.



Stop guesstimating. With Clari's Flow Analytics, see your entire pipeline flow between any two moments in time. Instantly and intuitively know what's moving — which deals slipped, were lost or downgraded, or are just stagnating.



*“We see \$2 million of our Commit came in as expected. But \$3 million slipped. With one more click, we’ll know every deal that moved.”*



### SEE WHAT'S MOVING:

Is a Commit a Commit? For the first time, know at-a-glance what happens to every deal as it's happening. When a Best Case slips, it's a setback. When a Commit slips, it's time for coaching.

### LOST DEAL ANALYSIS:

See the flow in both directions. We all hate losing. So click the lost category and dissect the flow from Pipeline, Best Case and Commit to understand and cut future losses.

### DRILL-DOWNS:

Is the flow raising as many questions as it answers? Then just click on any flow line to see the individual deals. Because you're in Clari, you see more than names — you see the entire history, data science prediction, and customer communications..

With Flow Analytics, you slash this quarter's surprises and have new insight into last quarter's deal movements. The result is targeted coaching, a sharper playbook, more confident forecasting, and revenue growth quarter after quarter.



*“With Clari, I have a data-driven lens showing me areas where beating street expectations is at risk — whether I'm drilling into reps and deals or looking across territories and quarters.”*



Chris Klapprott - Worldwide Sales Finance & Operations