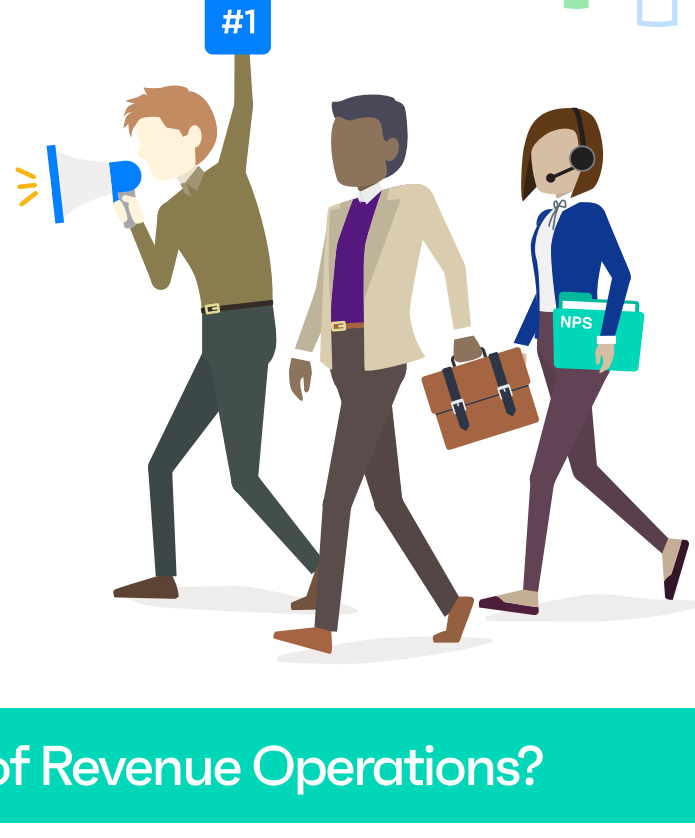


# The Rise of Revenue Operations

## A RevOps Infographic

### Revenue Operations

is the end-to-end business process of driving predictable revenue, across marketing, sales, renewals, and expansion through transparency and execution rigor.



### What Is the Role of Revenue Operations?

The role of Revenue Operations is to deliver visibility across the entire revenue team, improve efficiency across the revenue process, drive revenue predictability, and achieve growth. How can you do that in your company? Focus on the following:



#### People

Aligning teams around a single view of the business with shared revenue targets.



#### Data

Connecting activity and revenue data in real time across organizational silos and technology stacks.



#### Processes

Increasing execution rigor through cadences for forecasting calls, 1:1s, QBRs, and renewal and expansion.

### Revenue Operations Titles Are Increasing

VP of Revenue Operations titles have increased by 300% in the last 18 months. But Revenue Operations job titles on LinkedIn are increasing across the board, based on Forrester data collected between October 2018 and December 2018.

Chief Revenue Officer vs. Chief Sales Officer



VP Revenue Operations vs. VP Sales Operations

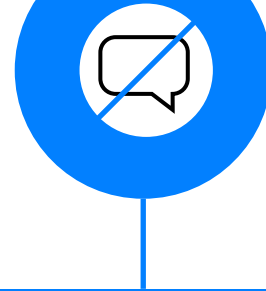


Director Revenue Operations vs. Director Sales Operations

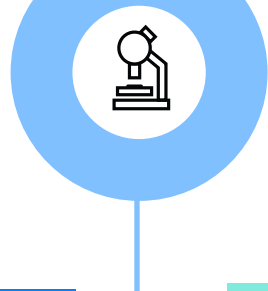


### Reasons for the Rise of Revenue Operations

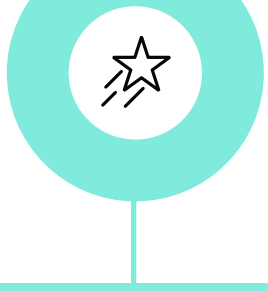
The concept of bringing transparency and accountability to the entire revenue team isn't new, so why are we seeing increased interest and investment now?



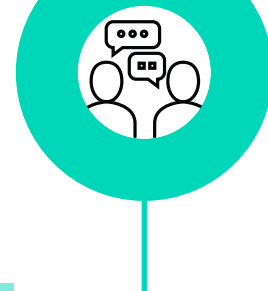
Disconnected and outdated revenue data causing inefficiencies and inaccuracies across the revenue team



New developments in automation and AI to drive insights for every level of the revenue team



Customers' expectation of a seamless buyer's journey



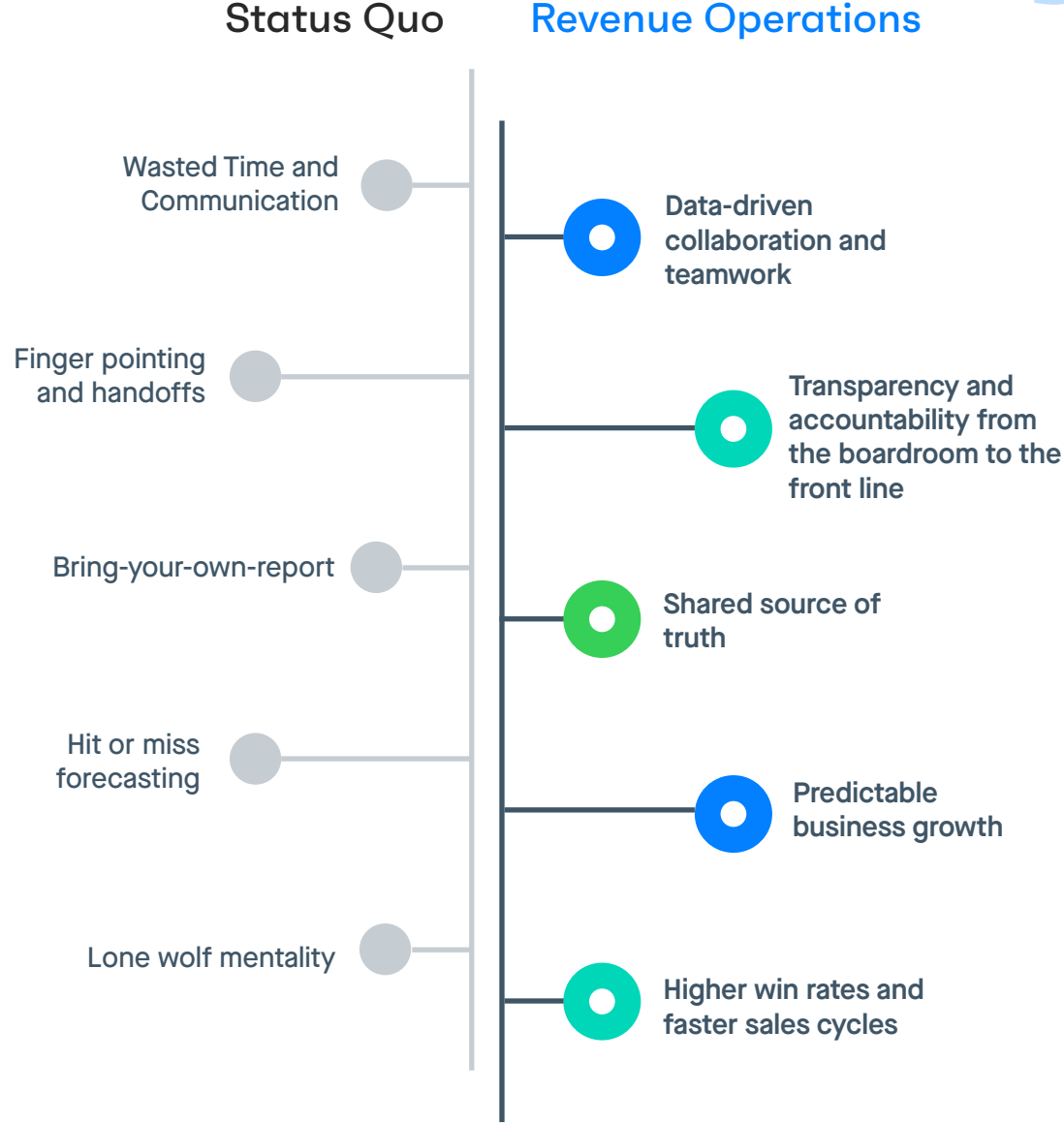
The need for transparency and accountability from boardroom to the front line to achieve company-wide strategic initiatives

### The Benefits of Revenue Operations

Disconnected revenue teams are becoming a thing of the past as more organizations shift to a revenue operations mindset.

#### Status Quo

#### Revenue Operations



Companies that embrace revenue operations outperform those that don't.

10-20%

Increase in sales productivity

15-20%

Increase in internal customer satisfaction

30%

Reductions in GTM expenses

Source: Boston Consulting Group, 2020



↑ 19% faster growth

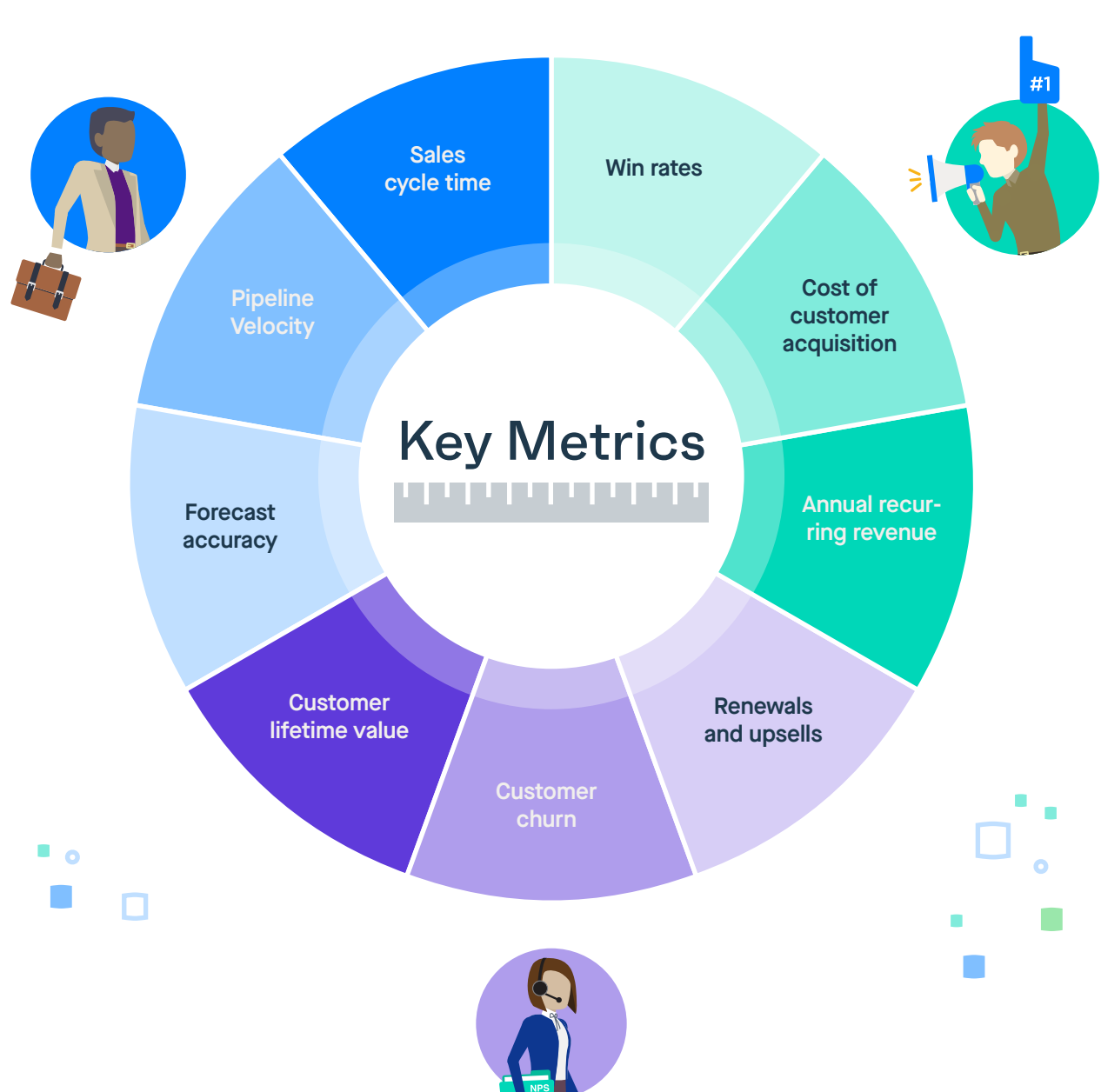


↑ 15% more profits

Source: SiriusDecisions, 2019

### Key Metrics for Revenue Operations

The primary goal for Revenue Operations is to drive predictable revenue—that means net new revenue for sales, pipeline growth for marketing, and net dollar retention for post-sales. Here are just a sampling of key metrics Revenue Operations is accountable for:



### Leading the Revenue Operations Movement

Clari's Revenue Operations Platform improves efficiency, predictability, and growth across the entire revenue process. Clari gives revenue teams total visibility into their business, to drive process rigor, spot risk and opportunity in the pipeline, increase forecast accuracy, and drive overall efficiency.