Clari

Predictable Revenue Fuels 275% Growth at Motus.
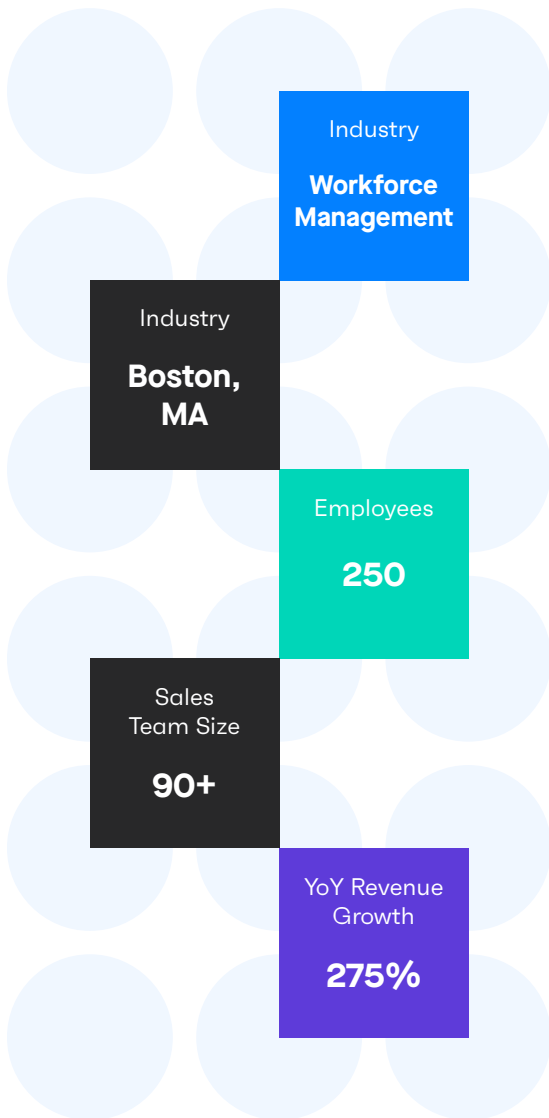
motus

Industry	**Workforce Management**
Industry	**Boston, MA**
Employees	**250**
Sales Team Size	**90+**
YoY Revenue Growth	**275%**

—We never had the objective data to determine the true close likelihood. Now, commit numbers are based on a factual and less emotional sales process.

Dillon Blake
Director of Sales Operations

Motus is the definitive leader in reimbursement solutions for businesses with mobile-enabled workforces.

$20M ▶ $80M
BUSINESS GROWTH

In the span of one month, Motus was purchased under the Thoma Bravo portfolio, acquired its biggest competitor, and grew from a $20M to $80M business overnight. With a $1M increase in weekly pipeline, and teams working in siloed processes, Motus brought in Clari to harmonize the newly combined organizations under a unified revenue process to improve time to capture new business in the $2B fleet market.

CHALLENGES	GOALS
CRM was viewed as a roadblock, with too much manual data entry required and little value in return for sellers.	Streamline processes to minimize data entry and give reps more time to sell.
Inconsistent sales practices and intuition-based decisions resulted in unpredictable forecasts.	Create consistent sales motions to drive more predictable revenue outcomes.
Silos across sales and marketing made it difficult to know which pipeline generating activities to focus on.	Operate as one GTM team and identify key growth areas to build new pipeline.

Life with Clari

10% increase in conversion rates and 15% decrease in cost per deal

With sales and marketing aligned, marketing can see which accounts need nurturing and re-engage with programs to optimize account penetration.

3X average pipeline coverage at the start of each quarter

A holistic view of potential deals hold reps accountable to build future quarter pipeline.

Improved forecast accuracy landing within 1% of Clari's week 2 projection for 6+ quarters

Clari's AI-based insights help Motus confidently identify how revenue goals will be achieved and impact sales outcomes earlier in the quarter.

10% more selling time per week with less time updating CRM

Sales activity automatically captured from CRM, email, and calendar gives reps more time to focus on deal execution vs data entry.

Looking Ahead

275%

YOY REVENUE GROWTH

334

NEW CUSTOMERS

58K

END USERS ADDED

Motus has combined the strengths of both companies in remarkable fashion. With a connected revenue stream, Motus has gained aggressive market share closing 334 new customers in 2019, adding 58,000 end users, and driving year-over-year revenue growth of more than 275%.

Motus views Clari as an essential partner for its growth and acquisition strategy to gain market share and double-down on their mission to make the lives of mobile workers better through new service offerings and product innovation.

> —Clari gives us an aggregate view of our pipeline to assess if we're tracking to under or over-deliver on our commit number. This allows us to pull in operating plans ahead of schedule, such as hiring and ramping headcount.
>
> JD Miller
> Chief Revenue Offiicer