

# The Business Value of Connected Revenue Operations

## Connect your go-to-market teams to boost productivity, improve pipeline health, and increase forecast accuracy.

Your goal — whether you're a sales rep, front-line manager, marketer, customer success manager or a revenue operations leader — is to grow predictable revenue for your business. Period. Yet, very few go-to-market teams are able to effectively work together to achieve revenue goals.

Because few sellers have time to update CRM, there's usually not enough information in the system to track pipeline health, let alone forecast accurately. And without complete contact information, marketing doesn't have the data it needs to run programs or analyze campaign impact.

Clari uses automation and AI to connect and correlate activity and deal data to solve some of the biggest challenges revenue teams confront every day:



**Data quality:** Marketing, sales and customer success all need complete and accurate information to drive campaigns, advance opportunities and forecast the business.



**Sales productivity:** Reps need to understand where to focus their limited selling time without getting bogged down by CRM updates.



**Pipeline visibility:** Managers need real-time deal data to identify risk and effectively coach around it.



**Forecast accuracy:** VPs and execs need numbers and context they can trust so they can call their forecast with confidence and make informed business decisions.

### Clari's Connected Revenue Operations platform delivers on all counts, providing measurable returns on investment in both cost savings and top line growth.

How? When reps keep their opportunities up-to-date and get more time back to sell, businesses get better data quality, more visibility into the pipeline, improved forecast accuracy, and higher win rates. It's a game changer. Read on to see how our customers feel about using Clari.



## Clari makes reps more effective at closing deals and driving revenue

# 91%

of reps say Clari gives them time back to sell

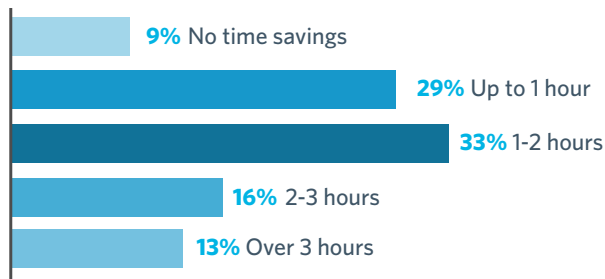
Because Clari automatically captures rep activity and customer engagement data, it all but eliminates much of the administrative burden that typically bogs down the sales process and frustrates everyone.

With Clari, reps have fewer fields to fill and easier, more intuitive ways to document deal status on the fly — often all it takes is a simple tap of the phone or click of the mouse. That’s probably why 78 percent of leaders report improvement in data quality since they began using Clari.

NAME	AUG 14	AUG 21	AUG 28	SEP 4	SEP 11	SEP 18	SEP 25	OCT 2	OCT 9
MA Michael Anderson	17	14	15	18	16	13	20	17	12
JW Jason White	15	13	12	11	13	14	15	12	11
ES Eric Smith	2	2	4	9	4	2	2		
CC Chris Common							4	9	11
JA Jennifer Andruss							5	6	8
BP Bill Pullman									10
JG James Gonzales							3	4	5

With fewer administrative tasks on their plate, reps have more time to do what you hired them to do in the first place — sell. The majority (91 percent!) of reps we surveyed said using Clari gives them time back to sell. Nearly one-third of respondents got two or more hours of precious selling time back per week.

How much time do you get back per week by using Clari?



JUNIPER NETWORKS

*“What we want more of is time. There’s only 24 hours in a day. Clari brought more time for my team, myself included, to spend on activities that are meaningful and moving the sales process forward.”*

**Mike Gilley**  
VP of Sales

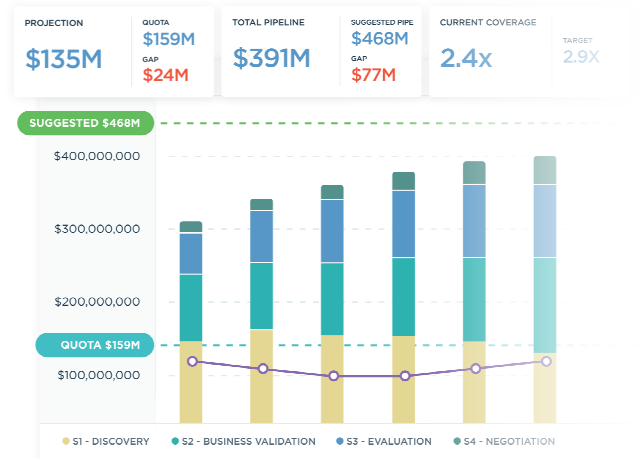


# Clari gives managers better pipeline visibility plus predictive insights

# 89%

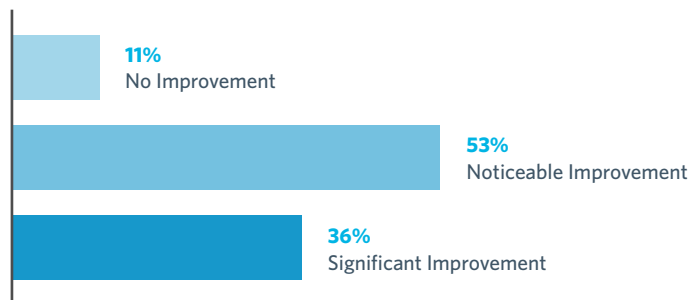
noted better pipeline visibility

Clari's sales-ready AI™ does more than track engagement between reps and prospects in real time, it also identifies won, lost, and slipped deal patterns based on your historic execution, and uses those to flag risk. Clari uses data science to assign each deal an opportunity score, so you can pressure test human intuition with AI that explains why a deal might be at risk.



In short, it provides the kind of visibility and insights everyone on the go-to-market team needs to accurately gauge pipeline health and effectively collaborate to reach revenue goals. Nearly 90 percent of the customers we surveyed said they'd experienced improvement in pipeline visibility since implementing Clari.

Has Clari helped you improve pipeline visibility?



*"With Clari, the narrative on our sales calls has moved from 'what the hell happened' to 'what's about to happen'."*

**Yamini Rangan**  
Chief Customer Officer



## Clari boosts forecast accuracy and gives execs confidence when calling the number

# 93%

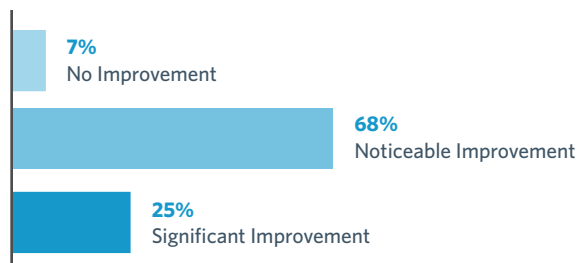
noted improvement in forecast accuracy

Sales leaders and C-level execs need to keep everything moving up and to the right. With Clari, you can compare current projections with where you were last quarter during the same point in time, and use historical close ratios and trend data to pressure test your forecast call against Clari's AI projection.



Clari helps you immediately spot risk and opportunities, so you can call your number with confidence. An impressive 93 percent of Clari customers surveyed say using Clari has helped improve their forecast accuracy, and 25 percent of respondents said the improvement they experienced was "significant."

Has Clari helped you and your team forecast more accurately?



**aruba**  
a Hewlett Packard  
Enterprise company

*"With Clari, we have experienced a 5x increase in forecast simplicity, speed, and accuracy — across every single region around the globe."*

**Lou Serlenga**  
SVP of Americas Sales



## Bottom line: **Clari improves win rates**

# 62%

**experienced higher  
win rates**

The real test of any solution is if it moves the needle. For 62 percent of respondents, the answer is a resounding 'YES.' The majority of Clari users we surveyed said they're seeing a noticeable increase in win rates since using Clari.

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The most successful go-to-market teams use Clari to **connect, predict and win.**

Clari's Connected Revenue Operations platform helps B2B organizations improve team productivity, build and convert more pipeline and deliver more accurate forecasts. By providing visibility into the health of the pipeline and identifying where there's risk and upside, Clari shows go-to-market teams where to focus to close more deals. That's the business value of Clari.



**Request a demo**

See how you can transform your revenue operations to be more connected, efficient, and predictable.



Clari's Connected Revenue Operations platform helps B2B organizations increase win rates, shorten sales cycles and improve forecast accuracy by using AI and automation to create full funnel accountability across go-to-market teams.

For additional information, visit us at [Clari.com](https://Clari.com) or call **(650) 265-2111**.