# clari

# The Business Value of Clari

Using AI to boost productivity, improve pipeline health, and increase forecast accuracy

Your goal — whether you're a rep, manager, VP, or C-level exec — is to grow efficient, predictable revenue for your business. Period. Yet, very few sales teams have an easy time calling the number, let alone actually hitting or beating it.

Clari applies AI to solve some of the biggest challenges sales teams confront every day.

### REP PRODUCTIVITY
Reps need to be selling without getting bogged down by CRM updates

### PIPELINE VISIBILITY
Managers need real-time deal data to identify pipeline risk

### FORECAST ACCURACY
Execs need numbers and context to call their forecast with confidence

## Clari's AI platform delivers on all three counts providing truly measurable returns on investment

How? When reps update opportunities more frequently, and get more time back to sell, businesses get better pipeline visibility, improved forecast accuracy, and higher close rates. It's a Win/Win/Win. Just ask our customers.

In a recent survey of Clari customers, users weighed in on the value of running on Clari. Here's what they had to say.

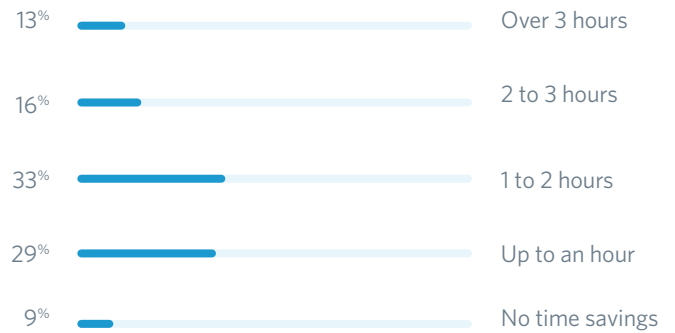# Clari makes reps more effective at closing deals and driving revenue

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. That's probably why **69 percent of reps report that they update their deals more frequently** since they started using Clari.

And, with fewer admin tasks, 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, with nearly one third boasting two or more reclaimed productivity hours per week!

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

# 91%

of reps say Clari gives them time back to sell

| | |
|---|---|
| 13% | Over 3 hours |
| 16% | 2 to 3 hours |
| 33% | 1 to 2 hours |
| 29% | Up to an hour |
| 9% | No time savings |

## JUNIPEL NETWORKS

"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**
Vice President of Sales

**Has Clari helped you improve pipeline visibility?**

# Clari gives managers better pipeline visibility, plus predictive insights they never had before

Clari's AI-driven platform does more than track engagement between reps and prospects in real time, it also identifies won, lost, and slipped deal patterns, and flags risk. It assigns each deal an opportunity score, so you know how likely it is to close based on data science. In short, it provides the kind of visibility and insights a manager needs to accurately gauge pipeline health and effectively prioritize opportunities for his/her team.

The 89 percent of the customers we surveyed said they'd experienced improvement in pipeline visibility since implementing Clari.

# 89%

noticed better pipeline visibility

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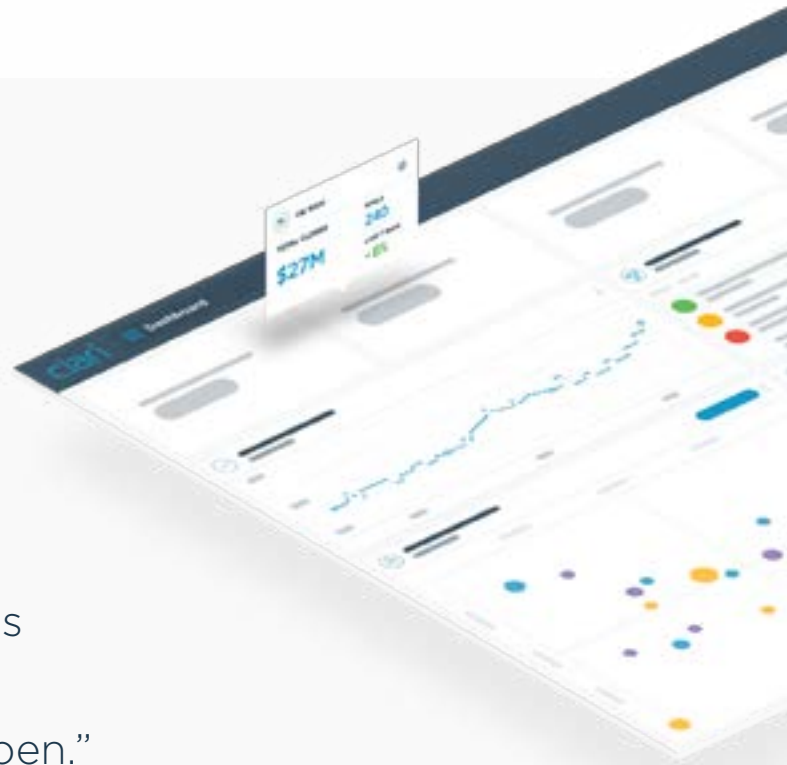
"With Clari, the narrative on our sales calls has moved from "what the hell happened" to "what's about to happen."

**Yamini Rangan**
Global Head of Revenue, Excellence and Operations

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

Sales leaders and C-level execs need to keep everything moving to the right and up. With Clari, you can compare current projections to where you were last quarter at this 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 where to invest to get the team back on track.

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."

**93**%

noted improvement in their forecast accuracy
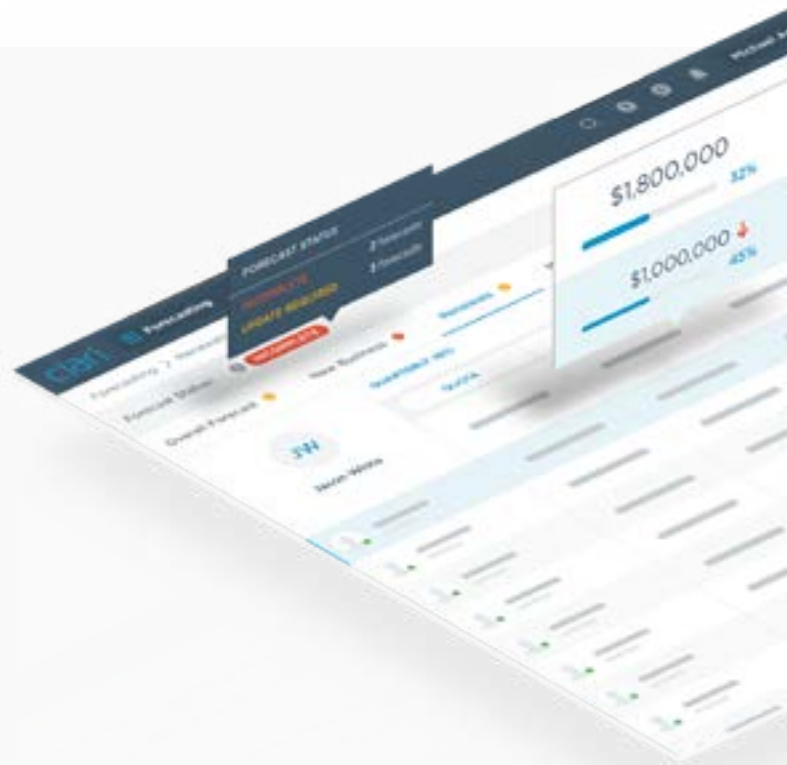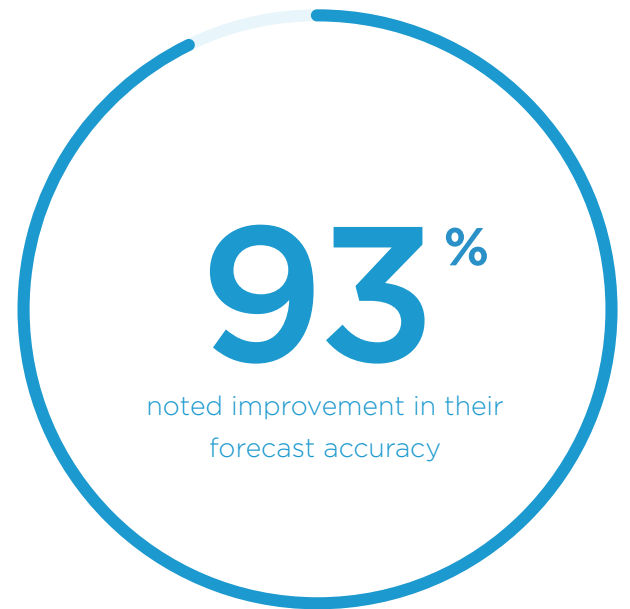
**Hewlett Packard Enterprise**

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

**Lou Serlenga**
Senior Vice President

# Bottom line? Clari improves close 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 close rates since using Clari.

**62%**

Experienced higher close rates

## The most successful sales teams use Clari every day to sell, forecast, and close – predictably

Clari's AI platform drives accurate forecasts and boosts sales productivity to accelerate revenue growth. By providing clear visibility into the health of the pipeline and identifying where there's risk and upside, Clari shows sales teams where to focus to close more deals, predictably. That's the business value of Clari. Request a demo to benchmark Clari against what you're doing today.

Here are just a few of the companies that use Clari's AI platform to sell, forecast, and drive opportunities to close – predictably.

alteryx    zendesk    fuze    NUTANIX.    okta

Check Point SOFTWARE TECHNOLOGIES LTD.    Adobe    Intacct    zoom    paloalto NETWORKS®

Five9    ForeScout®    Marketo    Symantec.    Dropbox