

Future-Proof The Revenue Engine With Revenue Operations And Intelligence

RO&I SOLUTIONS DRIVE PREDICTABLE GROWTH AND HELP FIRMS MEET STRATEGIC GOALS

Respondents with an RO&I solution reported:



KEY CAPABILITIES OF RO&I SOLUTIONS

Respondents agree RO&I solutions should provide:



Full revenue visibility across lines of business



Insights into revenue pipeline and performance



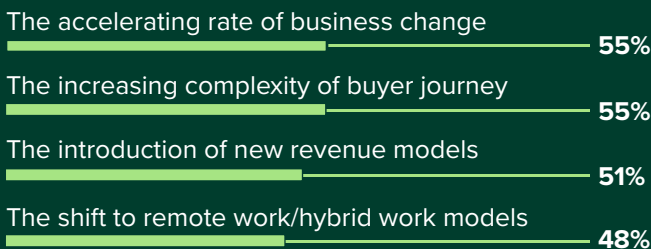
Real-time data to track revenue processes



Automation of workflows across revenue-generating teams

GROWING NEED FOR RO&I SOLUTIONS

Respondents reported that these trends make it difficult to predict and optimize revenue:



RO&I ADOPTION WILL ACCELERATE

93% of respondents currently use or plan to use a RO&I solution in the next 36 months.



*Base: 99 revenue operations decision-makers at US software and technology companies currently using or piloting RO&I solutions
 Base: 327 revenue operations decision-makers at US software and technology companies
 Source: A study conducted by Forrester Consulting on behalf of Clari, April 2021

