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:

- **65%** more accurate forecasts.*
- **69%** higher revenue growth.*
- **59%** improved win/loss rates.*
- **53%** increased net-dollar retention.*
- **69%** higher revenue growth.*

**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:

- The accelerating rate of business change: **55%**
- The increasing complexity of the buyer journey: **55%**
- The introduction of new revenue models: **51%**
- The shift to remote work/hybrid work models: **48%**

**RO&I ADOPTION WILL ACCELERATE**

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

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*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

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