

Time Series Data Hub

Purpose-built to effectively predict revenue outcomes

At the core of Clari's Revenue Operations Platform is the industry's first revenue operations Time Series Data Hub that snapshots, stores, corrects and analyzes all of your sales activity data. Our Time Series Data Hub gives you the ability to inspect every change across your pipeline, see deal slippage and predict where you'll finish the quarter based on historical patterns.

Key Benefits of a Time Series Data Hub:

TRUSTWORTHY DATA & AUTOMATION

Automated data capture and history snapshotting across rep and buyer activity signals, so information is always complete and up-to-date.

DEEPER REVENUE INSIGHTS

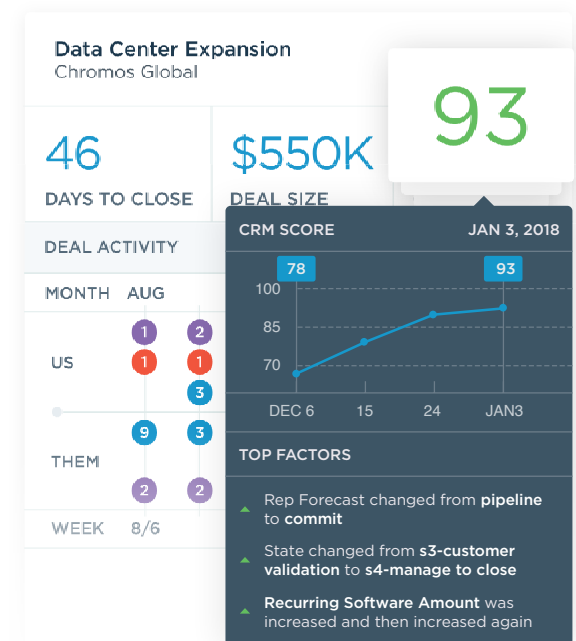
AI-powered analysis of all snapshotted engagement and activity data to illuminate revenue risk, revenue opportunity, and help allocate resources correctly.

CONSISTENT EXECUTION

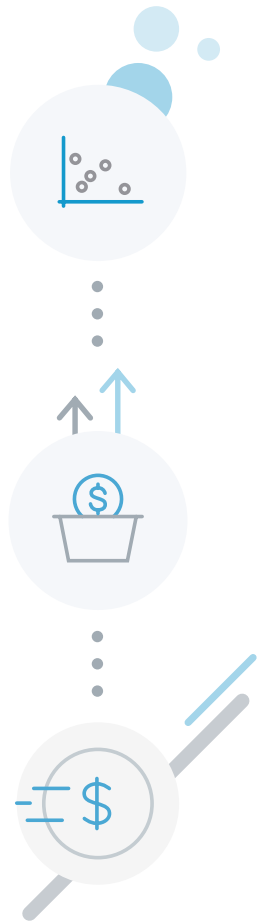
Real-time automation that makes every 1:1, forecast call, and pipeline review more productive and efficient, across sales, marketing, and customer success.

PREDICTABLE FORECASTING

Ability to accurately forecast revenue, based on historical patterns, for any segment of the business, including a net new logo and pipeline creation, upsell, cross-sell, renewals, and churn.



Without Clari Time Series Data Hub revenue teams CAN'T:



See Deal Risk

Clari analyzes past won and lost deals and provides an Opportunity Score that indicates the overall health of the deal. It uses historical deal data to assess how likely current deals will close. The AI-driven analysis looks at data, such as the amount of time an opportunity is stuck in a given stage or if a deal size increased or decreased, and gives your sales team instant visibility into where a deal stands.

Inspect the Pipeline

Clari's AI-powered forecast projection predicts where you'll land at the end of the quarter. As your quarter progresses, you can compare Clari's AI call to what your team is calling to identify risk in the pipeline so you can come up with a plan to mitigate it.

Predict Future Quarter Outcomes

Snapshotting data means Clari is tracking your historic conversion rates by sales stage or forecast category and uses that to predict precisely how much pipeline you need to meet your quota next quarter. With these insights, the entire revenue team knows precisely how much pipeline needs to be generated, and the total pipe coverage required to hit the number for future quarters.

Why Clari's Time Series Data Hub is **Best-in-Class**



1. UP-TO-DATE DATA FOR RELEVANT INSIGHTS

Deal changes and updates in Clari are captured in real-time and do not impact ongoing queries, so you always get immediate visibility and insights. With deals and forecasts getting updated by the hour, detecting and integrating changes in real-time is critical, but also very hard to get right. That's why most ETL (extract, transform, load) pipelines take hours or even days to reflect changes accurately.

2. CONFIDENCE IN YOUR DATA INTEGRITY

Healthy, reliable data is key to revenue insights you can trust. Clari pulls in data from CRM entities like opportunities, accounts, and users and from other business systems like (email, calendar, marketing automation, etc.), so changes of all sorts are handled correctly, including field modifications, deletions, and history snapshotting. Data consistency checks across all business systems are built into the Clari Time Series Data Hub. Consistency

corrections like deduping, checking blacklisted domains, double-checking numbers, etc. ensure that the data behind the insights driving your decisions are more reliable than the original data source.

3. DATA SCHEMA CUSTOMIZED TO YOUR BUSINESS

B2B orgs are complex with lots of moving parts and ever-changing demands. Your revenue operations solution should support these complexities. Clari can be easily configured to fit the specifics of your business. The data that is pulled into Clari's Time Series Data Hub and the way it's structured is designed with your needs in mind, whether that is custom entities, custom opportunity ownership definitions, or custom fields, to name a few examples. When business strategies change, territories are reallocated, new products introduced, teams are re-organized, or market segments redefined, Clari's Time Series Data Hub easily adapts to the new revenue dynamics, so system limitations or IT backlogs don't block go-to-market initiatives.

4. FAST ADAPTIVE QUERY ENGINE

Getting answers to your business questions like, “How should we reassign territories based on past quarter performance?” or “How should we retire stages?” is no simple task. It requires sifting through millions of records across thousands of opportunities, developing queries for optimal quarter comparisons and analyzing across time. Clari’s Time Series Data Hub can instantaneously inspect millions of records in real-time and provide answers to all of your business questions in seconds. So you won’t have to look at insights based on data that is hours old, nor will you have to wait several minutes for the system to generate this data for you in the form of a downloadable report. It will just be there when you need it. ■

