

## True AI Can Make Revenue Operations Simpler and More Predictable for CROs

Irrespective of the size of the company, whether it is an enterprise or SMB, revenue forecasting has been at the heart of revenue operations and even in the best of times it has been hard to predict forecasts accurately, primarily due to lack of deal level visibility, forecasting based on high level coverage ratio, no differentiation at segment, AE, region or vertical sector, cumbersome roll-ups, dated tools and technologies and disconnects between sales and other departments.

The current crisis has added to these challenges, demand for some products and services has collapsed while demand for others has exploded. As a result, most companies miss the mark when it comes to sales forecasting — in more ways than you think. The chronic inaccuracy of sales forecasting is well-documented, noting that nearly 80% of sales organizations miss their mark by more than 10%. In the current new business landscape, it is more critical than ever that you forecast accurately as under-forecasting can result in sub-optimal capital allocation strategy and over-forecasting leads to aggressive plans that leads to cost cutting measures. Accurate and predictable revenue forecast is not only important but can be a competitive differentiator for your business.

True AI-powered sales forecasting solutions can make the whole process simpler and more predictable for you. It not only gathers historical sales performance data, but it also scouts through data signals such as emails, meetings, phone calls, current market environment and analyzes how they relate to and impact sales outcomes. With the flexibility of an AI based adaptive forecast platform, companies can understand in real time what is going on in their sales cycle at any given point in time and address any challenges across the sales cycle including.

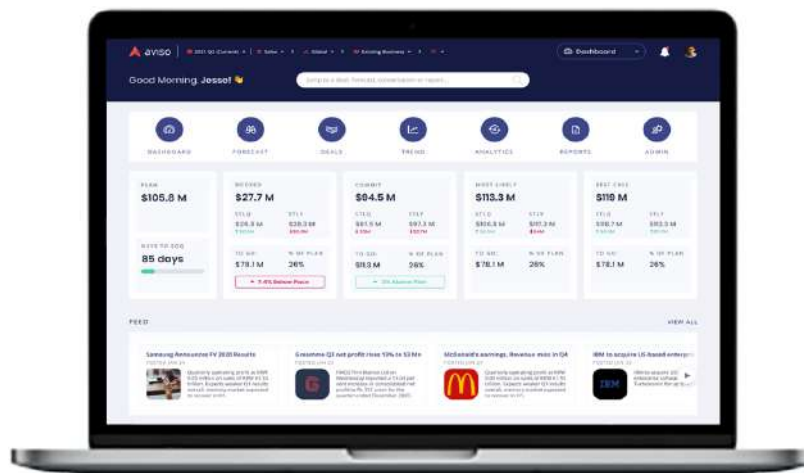
- ✓ Real time visibility across opportunities, pipeline, close, retention, segments, and regions.
- ✓ Full visibility of new business vs. renewals with segment level forecasting.
- ✓ Consumption-based forecasting to support Subscription and usage-based pricing models.

AI is making a paradigm shift in sales enablement and coaching. Sales is becoming proactive rather than reactive, and from instinct-driven to insight and data-driven. The system constantly learns from what works, what does not work, and self-optimizes so that advice and guidance continually improve by blending predictive analytics. As per McKinsey study, among businesses that adopted AI-guided selling saw an uptick of 10% in revenue and 44% in cost savings.

**Sales reps** will have the next best product/offer for the population of contacts within their book of business that matched their needs. The AI identifies the best actions to identify new leads, create more pipeline, and close deals faster.

**Sales managers and executives** finally have a predictive view into length of sales cycle, quota attainment, win probability, and quarter end performance. And at a deal level, AI provides insights into how to coach reps to progress deals to the next stage.

**Sales operations managers** are confident that new leads have been passed to the most qualified reps, and that reps are following the proper sales process given the specifics of customer context, and product or geographic requirements.

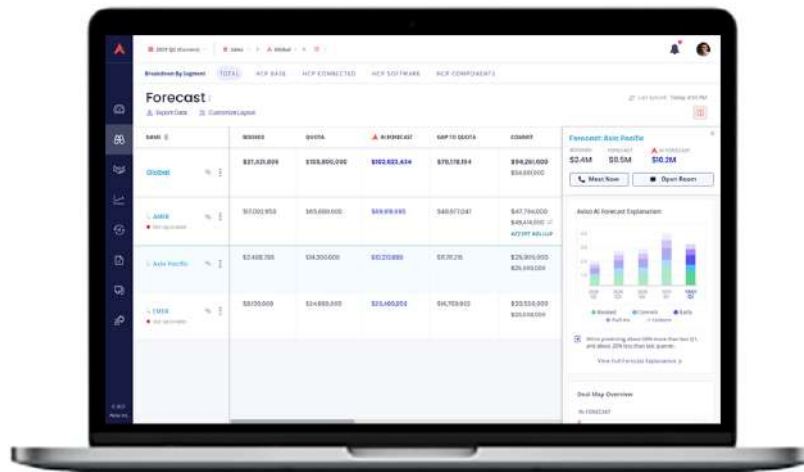


As a true leader in AI based revenue intelligence solutions, Aviso's uses AI to guide team-wide deal management, forecasting, and relationship and conversational intelligence that drive and uplift you company performance accuracy. Aviso's AI guided platform includes a time-series database (tracks every change, from every object, from every field, from every connected dataset), an event-based nudge engine, and Auto Machine Learning that works across implicit and explicit signals (judgement on moving stages, categories etc. and implicit behaviors to drive timely insights and actions, closing the gap between forecasting and deal execution and achieving 98%+ forecast accuracy for its users.

Aviso new age capabilities around revenue intelligence includes Unified Forecasting (Top-Down Forecast and Bottom-up Forecast) that blends the best of human and AI judgments with the most sophisticated global roll up forecasting in the industry. Aviso AI powered forecast drives confidence and helps take control of the quarter with accurate predictions from day one, and up to 180 days in the future. Aviso also provides forecast explanations as compared to traditional models that just gives you a number without any rationale.

- ✓ Forecast by segment, product, business type and model different scenarios in real time.
- ✓ Provide deal level forecast (DLF) with the ability to pull deals in and out on the fly and audit the judgement applied across all levels of management (roles, deal amounts, CRM fields).
- ✓ Forecast run rate deals before they appear in the pipeline.
- ✓ Leverage AI/ML algorithms to identify deals not in forecast but have a greater probability of closing this quarter (Pull ins) based on conversational and deal activity insights.

Aviso's AI platform drives deal level insights and actions for representatives and managers, sales operations, it helps collaboration with GTM, and enables business decision making for CROs and CFOs, working across CRMs, email, calendar, and external market signals.



## Consumption Based Forecasting

In addition, Aviso also supports consumption-based pricing revenue forecasts. XaaS model (everything-as-a-service) will become a norm in the years to come and if you charge customers based on product/service consumption instead of per user, predicting revenue can be much trickier. Moreover, forecasting sales becomes a challenge when external factors like the economy, seasonality, etc. influence user consumption.

Leveraging AI/auto ML forecasting mitigates this risk by providing a way to accurately understand and predict the ebbs and flows of consumption on the account level. Aviso enables account-level usage forecasting and ability to pivot based on custom hierarchies, revenue predictability by looking at external (macro) and internal factors affecting usage and identify outlier accounts (low usage, health scores, churn risk etc.) based on AI insights and recommend actions for reps to accelerate the deal cycle. This enables expanding the usage in the existing accounts and attaining the targeted revenue numbers on a monthly/quarterly basis by combining traditional revenue forecasting with consumption forecasting for a single account with multiple product lines.

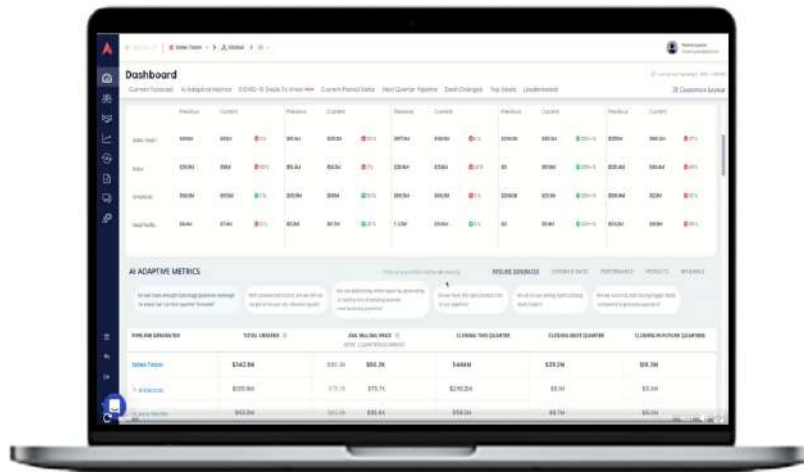


## Aviso AI Adaptive Metrics

Moreover, Aviso has a set of AI Adaptive Metrics to aid leaders with real-time analytics that go beyond traditional reports and BI. These analytics cover not only forecasting and deal and pipeline management; they also work with Aviso's Conversational and People Intelligence to create transparency and accountability across the revenue operation, allowing revenue leaders to instantly answer key questions, including:

- ✓ Do we have enough late-stage pipeline coverage to meet our current quarter forecast?
- ✓ With unexpected churn, are we still on target to hit our net retention goals?
- ✓ Are we addressing white space through a healthy mix of existing and net new business pipeline?
- ✓ Are all our selling teams closing deals faster? Do we have the right product mix in our pipeline?
- ✓ Are we sourcing and closing bigger deals compared to previous quarters?
- ✓ Are we generating sufficient pipeline for our quarters?
- ✓ Are we updating deals frequently to help predict the bookings accurately?

These are AI based not human judgments like our competition and it allows you to go back a full year or multiple years in the past as well vs. just current quarter. Enables you to stack all regions and product/revenue segment based on questions above for comparison.



**Industry Leaders Rely on Aviso to accelerate growth through Artificial Intelligence:**





## About Aviso AI

Aviso is the AI compass that guides sales and go-to-market teams to close more deals, accelerate growth, and find their Revenue True North. Aviso AI delivers revenue intelligence, drives informed team-wide actions and course corrections, and gives precise guidance so sellers and teams don't get lost in the fog of CRM and augment themselves with predictive AI.

With demonstrated results across Fortune 500 companies and industry leaders such as Dell, Honeywell, Nuance, Elastic, Github, and RingCentral, Aviso works at the frontier of predictive AI to help teams close more deals and drive more revenue. Aviso AI has generated 305 billion insights, analyzed over \$800B in pipeline, and helped customers win \$466B in deals. Companies use Aviso to drive more revenue, achieve goals faster, and win in bold, new frontiers. By using Aviso's guided-selling tools instead of conventional CRM systems, sales teams close 20% more deals with 98%+ accuracy, and reduce spending on non-core CRM licenses by 30%.

Aviso is backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and other leading Silicon Valley investors.



**Aviso AI Adaptive  
Forecasting**

