



Beyond CRM Integration: Riva and Revenue Grid

If you're looking for a solution that brings more than just CRM integration, this comparison between Riva and Revenue Grid is for you. Where Revenue Grid is a guided selling platform designed to automate simple data capture and sales processes, Riva is the revenue data solutions platform that provides continuous customer intelligence and restores trust in customer and deal data, especially in regulated industries. Read on—and learn where to choose Riva over Revenue Grid to fulfill your needs.

Making Existing Systems Work Together

Riva is here to help you make the most out of the systems and platforms you already have in place. Gaining support from your workforce is integral to success, and it's more easily achieved when you bring the data directly into the apps they already use – communications applications like email and calendars for your Go-to-Market teams or CRM for your IT and revenue teams. On the other hand, Revenue Grid introduces another application to your tech stack to improve engagement – one that duplicates workflows and reports.

Capture, Curate, and Share Data When and Where It Matters – Even in Regulated Industries

Riva ensures that data gathered in CRM is automatically available to users working in email, calendar, task, and contact platforms—and vice versa, thanks to its near real-time bi-directional sync. Riva's fully customizable Insight sidebar delivers access to current, comprehensive customer histories in the context that matters to end users. In contrast, Revenue Grid is limited by longer sync cycles, restricted data rules, and filters. Overall, Revenue Grid works best in the tech stacks of small to medium businesses with simple data capture requirements.

Automation + Human Intelligence = Continuous Intelligence

Automation alone won't be able to handle the intricate and complex sales journeys of high lifetime value clients – much less the never-ending data update and refresh cycles that go on across the organization. By bringing automation and human intelligence together, Riva develops a continuous data refinement process to deliver a reliable view of relationships tailored for scale and complexity. Revenue Grid delivers automation that best applies to simple, easily replicable sales processes for customers with lower average contract values.

Revenue Data Solutions vs. Sales Engagement: What Are You Trying to Achieve?

If you're set on finding a solution to speed, streamline, and scale your sales pipeline, a sales engagement software like Revenue Grid may be for you. Of course, for these solutions to be successful, they require trustworthy data – which is not currently a focus of the offering. They work under the assumption that the data coming in is reliable and easy to route, which may or may not be the case. Riva focuses on getting the right data to the right people in the right place. Riva is the missing piece to your tech stack if you want to align your platforms, people, and processes and deliver a better, consistent customer experience.

Comparing Capabilities

		
CREATE DATA TRUST		
Connect Data Siloes	• Support for all major CRMs and email platforms. • Support for multiple CRM and email instances to meet enterprise requirements.	• No support for Microsoft Dynamics. • Undocumented support for multiple instances restricts support for complex environments.
Sync Signals, Not Noise	• Customizable sync settings and tailored configurations available for admins to control which data flows into CRM. • Sync settings are restricted to admins, best practice to implement unified policies throughout the company.	• Limited sync settings and configurations available for admins. • Users are allowed to edit their sync settings, which is not recommended as it can create disparate sync policies within an organization, along with performance, maintenance, or support training issues.
Avoid Stale Data	• Automated sync cycles can occur as frequently as every 60 seconds.	• Limited to 30min cycles for automated sync, with manual sync restricted to calendar items only.
Avoid Privacy Breaches	• Administrative gating capabilities so logging and sharing can be specifically configured to meet enterprise requirements.	• Revenue Grid offers limited, simple, and straightforward privacy and security settings.
IMPROVE PRODUCTIVITY		
Access Customer Data in Context (Requires High Data Quality)	• Sidebar configurations are restricted to admins, a best practice to implement unified data governance policies throughout the company.	• Users are allowed to configure their sidebar, which is not recommended as it can create discrepancies in data governance throughout the organization.

Make Cross-Team Collaboration Easier (Requires High Data Quality)	Meeting notes capabilities are integrated into the sidebar to capture and share information with all relevant stakeholders in a few clicks.	No cross-team collaboration available in current product.
Remove Scheduling Friction with Customers	- Booking tool designed for enterprises – with sync and governance rules built in. - Riva's meeting scheduling tool offers several settings for reusable availability links.	Single default setting, single-use availability links – users must manually recreate meeting links every time.
SUPPORTED SCALE		
Make Existing Systems Work with Each Other	- Riva's design is to work in the background to deliver customer and deal data to the apps your teams already use while implementing strong data governance principles across the organization. - This design combines automation and human intelligence to promote data trust.	Revenue Grid introduces new workflows for your end users, which duplicates some of the reports and processes already available in your CRM, creating potential for confusion and redundancy.
Make Managing Enterprise-Level Data Easier	Riva is an expert on enterprises in regulated industries, tailored for scale and complexity.	Revenue Grid's solution does not offer the data governance and data flow configurations that satisfy most enterprises.