



Beyond Salesforce Integration Comparison: **Riva** and **Cirrus Insight**

If you're looking for a solution that brings more than just Salesforce integration, this comparison between Riva and Cirrus Insight is for you. Where Cirrus Insight is an all-in-one sales productivity platform aimed at automating simple data capture and sales processes, Riva is the revenue data operations platform that provides continuous customer intelligence and restores trust in revenue and customer data, especially in complex enterprise environments in regulated industries. Read on—and learn which one will fulfill your needs.

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, Cirrus Insight is limited by its longer sync cycles, restricted data rules and filters, and lack of granular admin sync configurations. Overall, Cirrus Insight falls short in complex enterprise environments when proving its security expertise. It works best for simpler environments and data capture requirements. In addition, Cirrus Insight only integrates with Salesforce whereas Riva supports all major CRM systems.

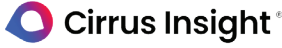
Automation + Human Intelligence = Continuous Intelligence

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 updates 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 the organization's relationships, tailored for scale and complexity. Cirrus Insight delivers automation that best applies to routinized sales processes with easily replicable customer relationships, where techniques like mass emailing are most effective.

Revenue Data Solutions Vs. Sales Acceleration: What Are You Trying to Achieve?

If you're set on finding a solution to speed, streamline, and scale your sales pipeline, a sales acceleration software like Cirrus Insight may be for you. Of course, for these solutions to be successful, they require trustworthy data – which is not the primary focus of their offering. They work under the assumption that the data they are syncing is reliable and easy to route, which may or may not be the case. Riva's focus is 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		
Avoid Data Siloes	• Support for all major CRMs and email platforms. • Support for cloud, on-premises, and hybrid deployments to meet enterprise requirements.	• Support for Salesforce only. • Undocumented support for hybrid deployments, which restricts support for complex environments.
Avoid Data Noise	• Highly customizable sync settings and tailored configurations available for admins to granularly control what data flows into CRM. • Sync settings are restricted to admins, which is the 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 cycles every few minutes for automated sync.

Avoid Privacy Breaches	• Administrative gating capabilities so data logging and sharing can be specifically configured to meet enterprise security and compliance requirements. • Proven security expertise through 3rd party certifications.	• Admins are limited in their sync configurations, leading to limited, simple privacy and security settings. • No 3rd party security certifications.
IMPROVE PRODUCTIVITY		
Access Customer Data in Context (Requires High Data Quality)	• Admins have access to extensive sidebar configurations to implement complex role-based customizations.	• Admins can only access limited configurations options for the sidebar.
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.	• Meeting Recap feature allows for standardized meeting feedback.
Make it Easier to Interact with Customers	• Riva's meeting scheduling tool offers single-use and reusable availability links, including showing internal attendees' availabilities and supporting both required and optional attendees.	• Cirrus Insight's meeting scheduling tool offers single-use and reusable availability links but doesn't support showing internal attendees' availabilities or optional attendees.
SUPPORTED SCALE		
Make Managing Enterprise-Level Data Easier	• Riva is an expert on enterprises in regulated industries, implementing strong data governance principles tailored for scale and complexity.	• Cirrus Insight solution is most effective when automating data capture and surfacing for simple sales processes with elementary requirements.