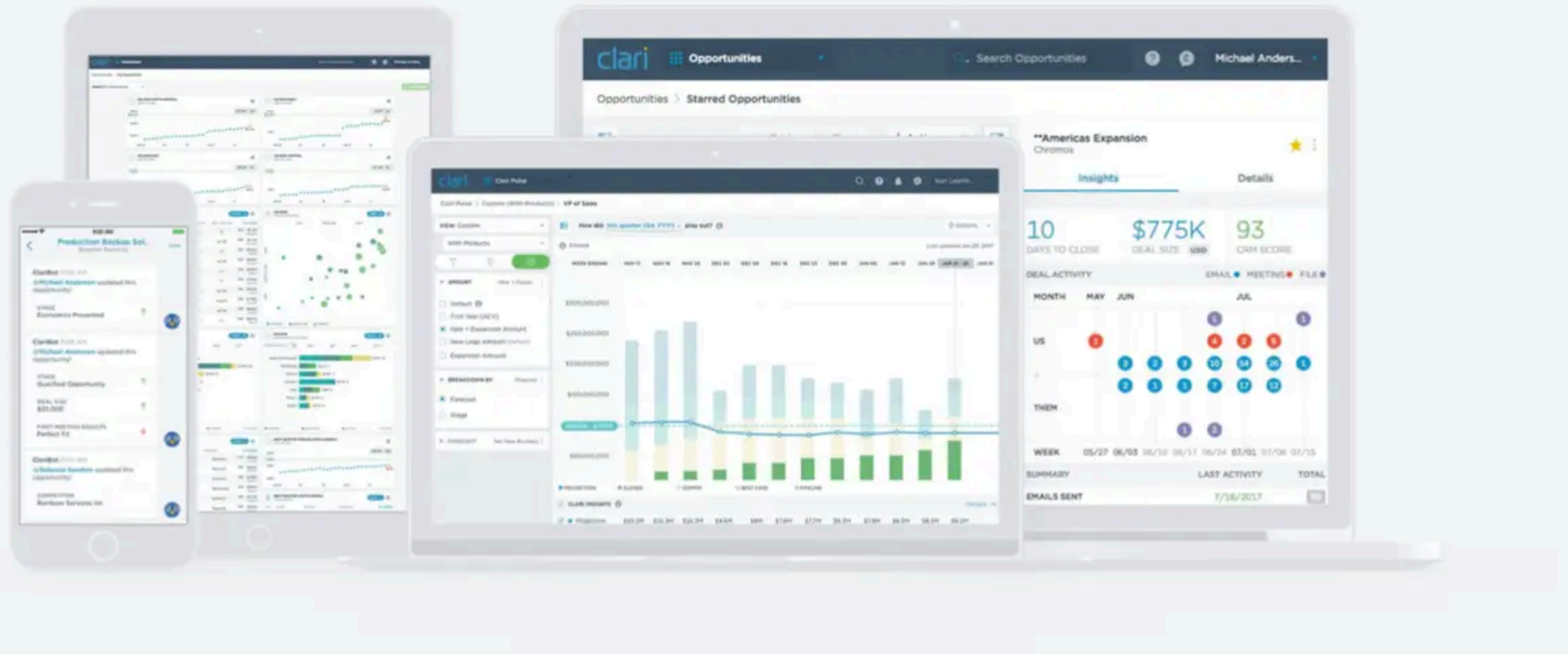




Using **AI and Automation** to Transform Revenue Operations



Mission



Help our customers realize their fullest potential by transforming their revenue operations to be more **connected, efficient and predictable.**

Customers



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B2B Revenue Has Changed



**Buyer's Journey
is Non-Linear**



**New Revenue
Models**



**Accelerating
Rate of Change**

Pain



Pain Pervasive



REPS

<14%

of reps achieved
greater than 70% of quota

MANAGERS

75%

of managers said CRM data was
unreliable in identifying deal risk

EXECS

+80%

of execs said accurately calling the
number is their biggest challenge

Source: Clari 2019 Sales Benchmarks & Trends Survey

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**Revenue isn't just an outcome,
it's a process.**

Andy Byrne
CEO, Clari

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Clari, A Better Way to Revenue

From:

To:

Bad data, wasted time

More productive sales team

Ineffective 1:1s

More strategic coaching

Gut feel forecasting

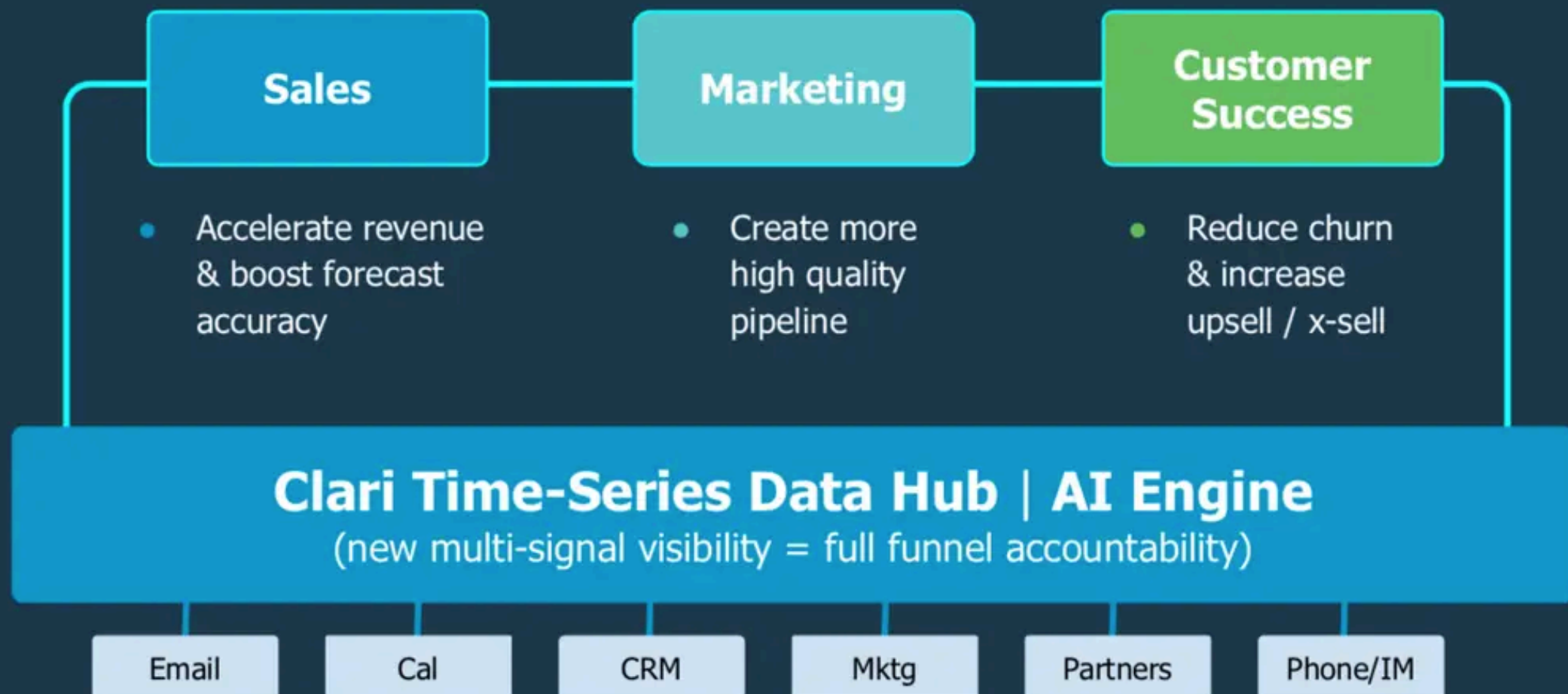
Predictable forecasting

Disconnected sales & marketing

Full funnel accountability

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Solution: Revenue Operations Platform



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The ROI of Clari



Had **More**
Time Back to Sell



Experienced **Higher Win**
Rates



Noted **Improved Forecast**
Accuracy

Source: Clari 2019 Sales Benchmarks & Trends Survey

Why Now? Why Clari?



A New System to Optimize Revenue



Revenue Operations Platform



Time Series Data Hub

AI learns from history



Behavior and Event Graph

Finds correlations in signal



Dynamic Mapping

Adapts to business changes

Email

Cal

CRM

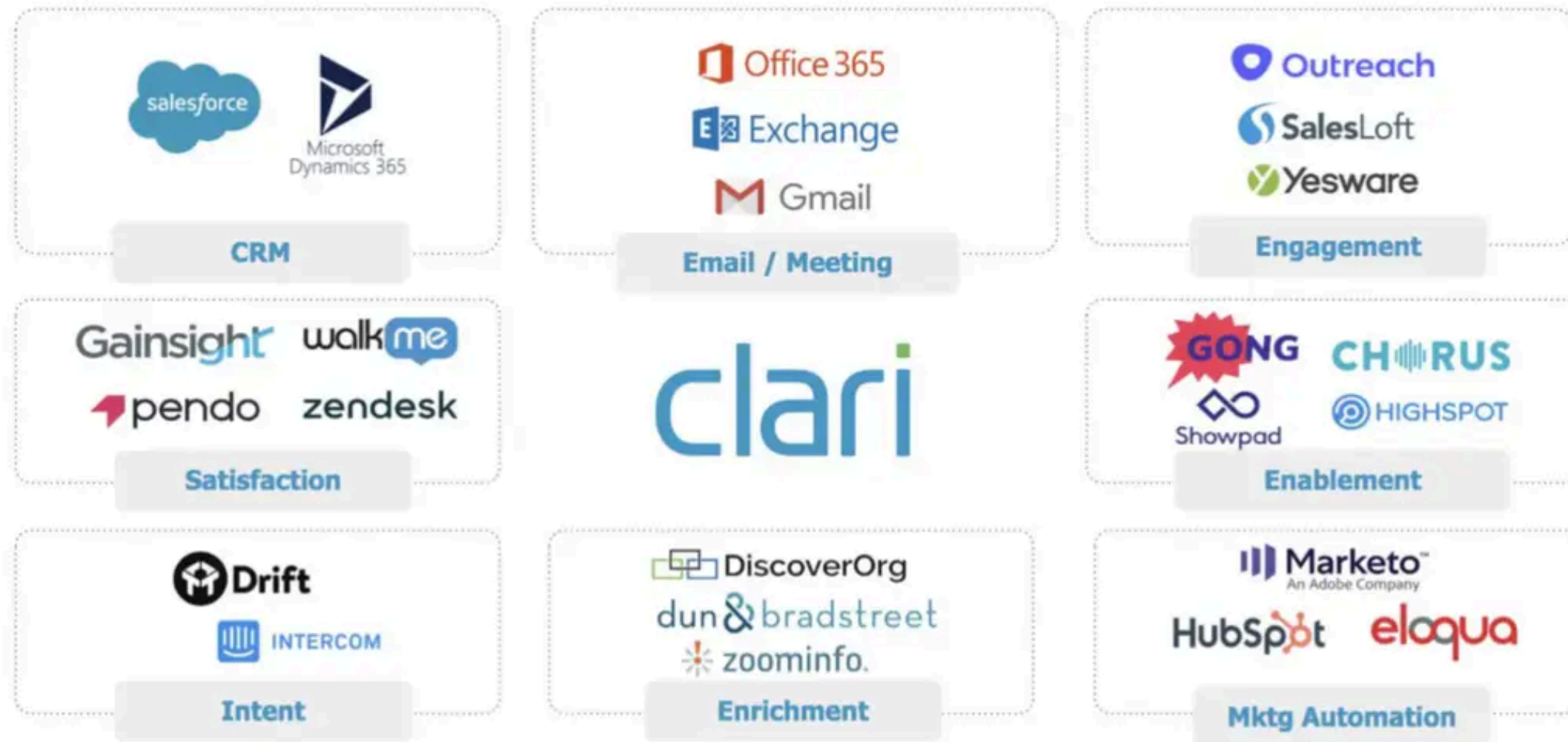
Mktg

Partners

Phone/IM

Revenue Signal from Enterprise Systems

Clari Signal Ecosystem Partners



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Customers Evolving to New System

Old System of Record / DIY Engagement



New Revenue Operations Platform



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TAM



177K Target Companies, \$13.1B TAM

COMPANY SIZE	COMPANIES	EMPLOYEES	TAM \$
51 - 200	111.3K	6.2M	\$1.7B
201 - 500	30.6K	4.7M	\$1.3B
501 - 1000	13.5K	3.8M	\$1.0B
1001 - 5000	14.5K	9.9M	\$2.7B
5001+	7.5K	23.6M	\$6.4B
TOTAL	177.3K	48.2M	\$13.1B

Analyst Recognition



"Predictive sales analytics applications not only provide huge productivity boosts... but also provide greater accuracy and visibility around the expected outcome of individual deals, as well as the likelihood of meeting forecast targets."

Todd Berkowitz

Gartner Research Vice President



"While applications for artificial intelligence are only starting to emerge, improving real-time collaboration across a distributed revenue organization is one of the early use cases that delivers an immediate benefit for sales teams and revenue leaders."

Steve Silver

Senior Research Director



