

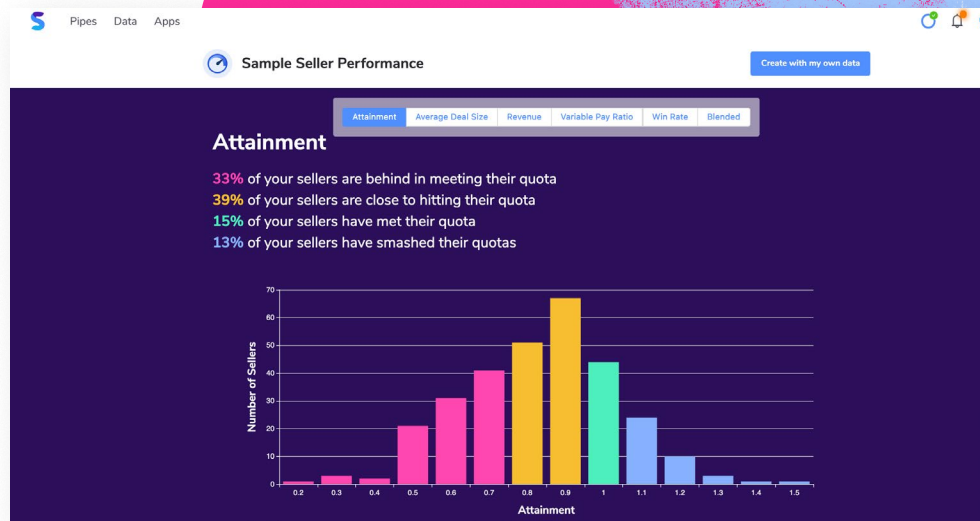
# Varicent Revenue Intelligence Workbench

**Make accurate sales forecasts  
with Revenue Intelligence.**

Sales Leaders are facing unprecedented changes in B2B markets. According to Gartner, 33% of all buyers desire a seller-free experience, choosing to interact with digital self-service channels instead, and spending only 17% of the total purchase journey to interact with sales reps<sup>1</sup>. This shift to digital has also impacted not just buyers but also sellers. There has been an explosion of data from the use of different sales technologies, but these are still insufficient to address the increased pressure from Senior Leadership and Finance teams to predict and deliver more reliable recurring revenues. The increase in virtual field sales has also impacted the ability of leaders to get a better sense of their team's forecasts.

Sales Leaders are solving these challenges through a combination of data analysts and prebuilt tools. However, many do not often work because it either takes time to create custom analyses, or the tools are too rigid and preclude leaders from using their own judgment.

**The Varicent Revenue Intelligence Workbench** has revenue intelligence accelerators that unlock a wide breadth of breakthrough revenue insights. This includes predictive forecasts, opportunity indicators and seller performance. Automate your analysis with easy-to-use apps and blueprints to get you to the best insights and winning execution faster – all without the need for data scientists.



<sup>1</sup>"The Future of Sales in 2025: A Gartner Trend Insight Report", Gartner, September 2020

## Challenges in today's landscape

### Tedious forecasts

Traditional bottom-up forecasts are time-consuming to build, requiring the inputs of everyone on the team to be analyzed. They also do not reveal “hidden” opportunities that may have been pushed back.

### Inability to identify and prioritize opportunities

Poor pipeline visibility prevents the effective allocation of resources to the most impactful opportunities. Coaching of sellers handling challenging deals becomes after the fact.

### Cumbersome insight process

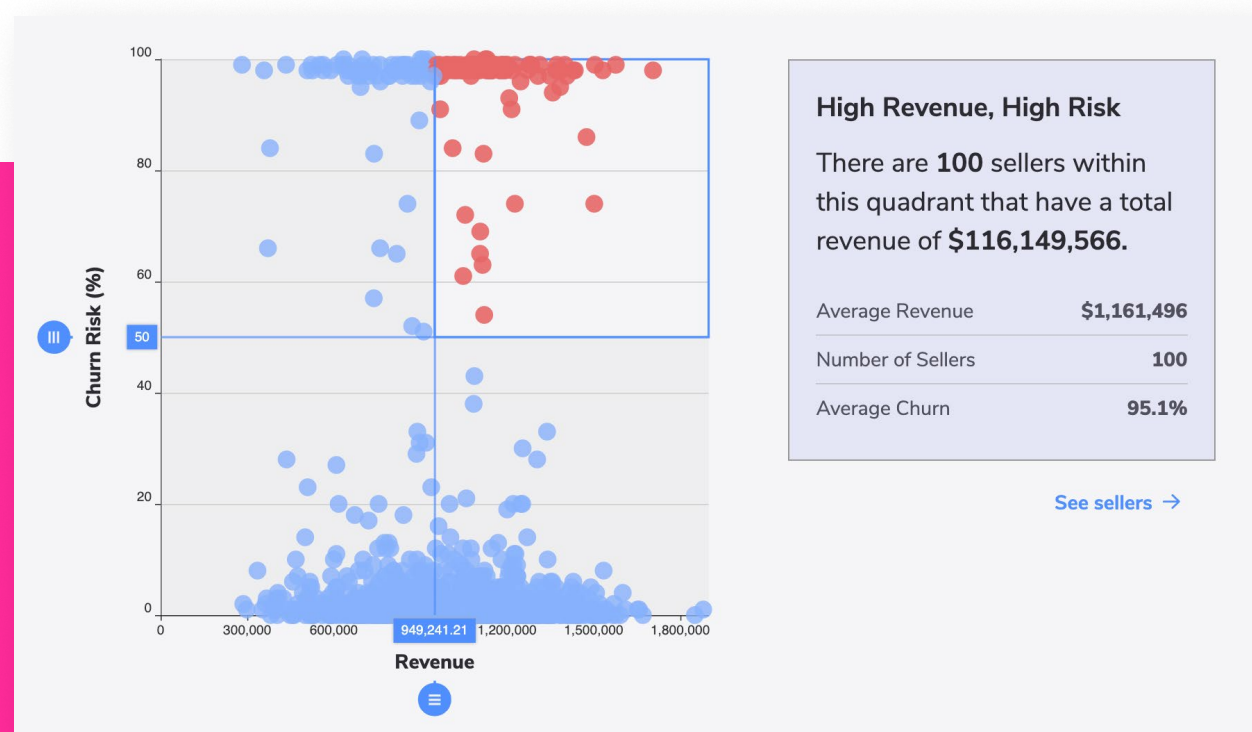
Generating timely insights to use in strategic decisions is slow, complicated, or a combination of both. Sales Operations Leaders must often track down numerous data sources from all the tools used in the business to answer these questions, taking precious time.

### Rigid analytics tools

Most dashboards and prebuilt reports present basic descriptive information but limit the ability to drill beyond the surface-level metrics. Eventually, ad hoc analyses and reports are needed, taking time out of more impactful work.

### Missed revenue levers

Sales Leaders lack data-driven insights into underlying factors and opportunities to improve revenue. Concerns over seller productivity and the risk of customers and sellers leaving are left unaddressed.



## Get to insights faster

### Improve sales forecast accuracy and reliability

Increase confidence in your sales forecasts by enhancing them with a predictive forecast builder that allows you to quickly identify hotspots and gaps. Make your forecast stable from quarter start to close with advanced analytics. Tailor fit your model to your organization's unique scenarios with your own data and institutional knowledge.

### Prioritize execution with opportunity indicators

Focus limited resources more effectively with AI-driven opportunity health scores. Find out the likelihood of winning and play around with levers you can influence to determine the next best steps to improve win rates.

### Automate your analysis

Save time from chasing down scattered data sources and creating custom analyses by automating and customizing data within the Workbench. Deploy analytics easily with a no-code, quick and, intuitive user experience.

### Guide your teams better

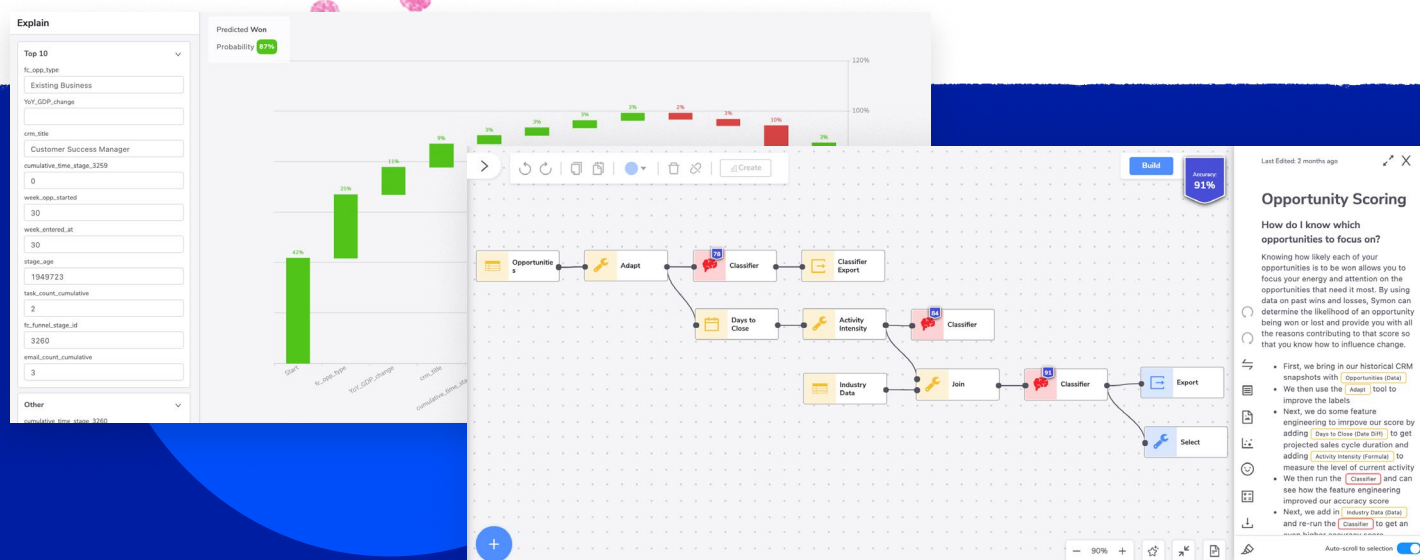
Connect sales outcomes with the why. Understand what drives the performance of your best sellers so that you can lift the rest of the team up. Pinpoint reasons for gaps in performance at the individual and group levels to test different intervention methods – all within the tool itself.

### Discover new revenue insights

Maximize the value of your pipeline with applications and blueprints for opportunity health, salesperson turnover, new seller ramp up, and more – all without a data scientist. Explore questions unique to your business to gain new perspectives and insights that can improve your go-to-market strategy.

## An AI Workbench

The Varicent Revenue Intelligence Workbench is an augmented intelligence (AI) workbench that lets you automate and customize your data to generate revenue insights quickly. Its advanced predictive analytics come in the form of easy-to-use revenue intelligence blueprints and apps that accelerate your sales process, helping you get to actionable insights faster.





Varicent enables businesses to continually refine and improve their sales strategies - from plan, operate, pay, and insights - to maximize revenues.

Revenue intelligence augments your traditional bottom-up sales forecast with AI-driven predictive analytics to give you more confidence in calling your number. It is also more than just forecasting. It enables the organization with actionable, AI-driven insights to understand the underlying factors shaping revenues and team performance.

The Varicent Revenue Intelligence Workbench has revenue intelligence accelerators that unlock a wide breadth of breakthrough revenue insights from predictive forecasts and opportunity indicators to seller performance. Automate your analysis with easy-to-use apps and blueprints to get you to insights and winning execution faster.

### **About Varicent™**

Varicent™ is the leading provider of innovative Sales Performance Management software focused on helping organizations Plan, Operate and Pay to drive sales performance and growth. With a full suite of solutions to assist in smarter territory and quota planning, efficient lead-to-revenue operations, and the fastest and most flexible way to pay sellers accurately and on time, Varicent is the trusted SPM solution for customers worldwide. Varicent combines powerful SPM technology with its augmented intelligence-powered platform to enable customers to quickly and easily see and address sales trends, problem areas, and opportunities by predicting outcomes and prescribing actions to optimize revenue.

### **For more information**

To learn more about Varicent, visit [www.Varicent.com](http://www.Varicent.com)



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