

# A New Way to Revenue

# Fast Facts

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**8** years young

**300+** enterprise customers

**250+** employees

**\$600B+** revenue forecasted through Clari

**\$135M** funding raised

**\$1T+** pipeline managed through Clari

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**SEQUOIA** 

 **BainCapital**

 **SAPPHIRE**  
VENTURES

  
**MADRONA**  
VENTURE GROUP

## Mission

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



Carbon Black.



NTT DATA

alteryx

zuora

icims

zoom



CLOUDERA



DRIFT



facebook.

DataRobot



SOPHOS

okta



EPICOR.



SYNOPSYS

talend



NUTANIX.



APPDYNAMICS



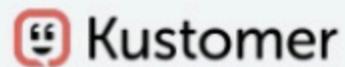
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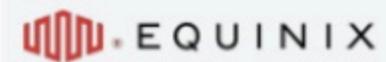
PROCORE



FORTINET.



sumo logic



ATLASSIAN

— Clari has helped us accelerate in ways we couldn't have imagined.

Todd McKinnon  
CEO @ Otko

— We run our entire revenue operations on Clari.

Sudheesh Nair  
CEO @ ThoughtSpot

Revenue is a **process**,  
not just an outcome.

# Clari Platform (Evolution)



Sales

Accelerate revenue  
and boost forecast  
accuracy

Clari Time-Series Data Hub & AI Engine

CRM

Email

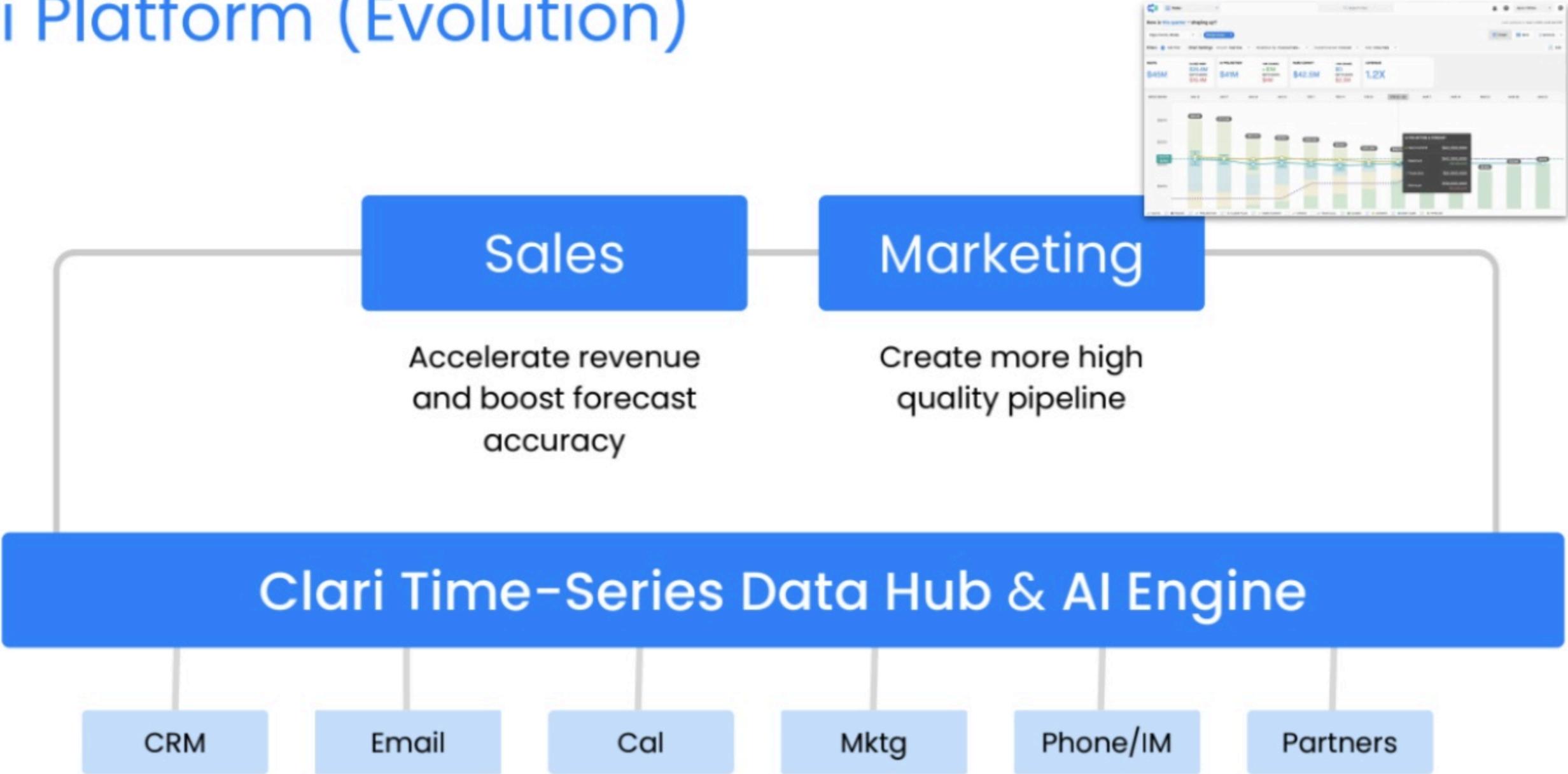
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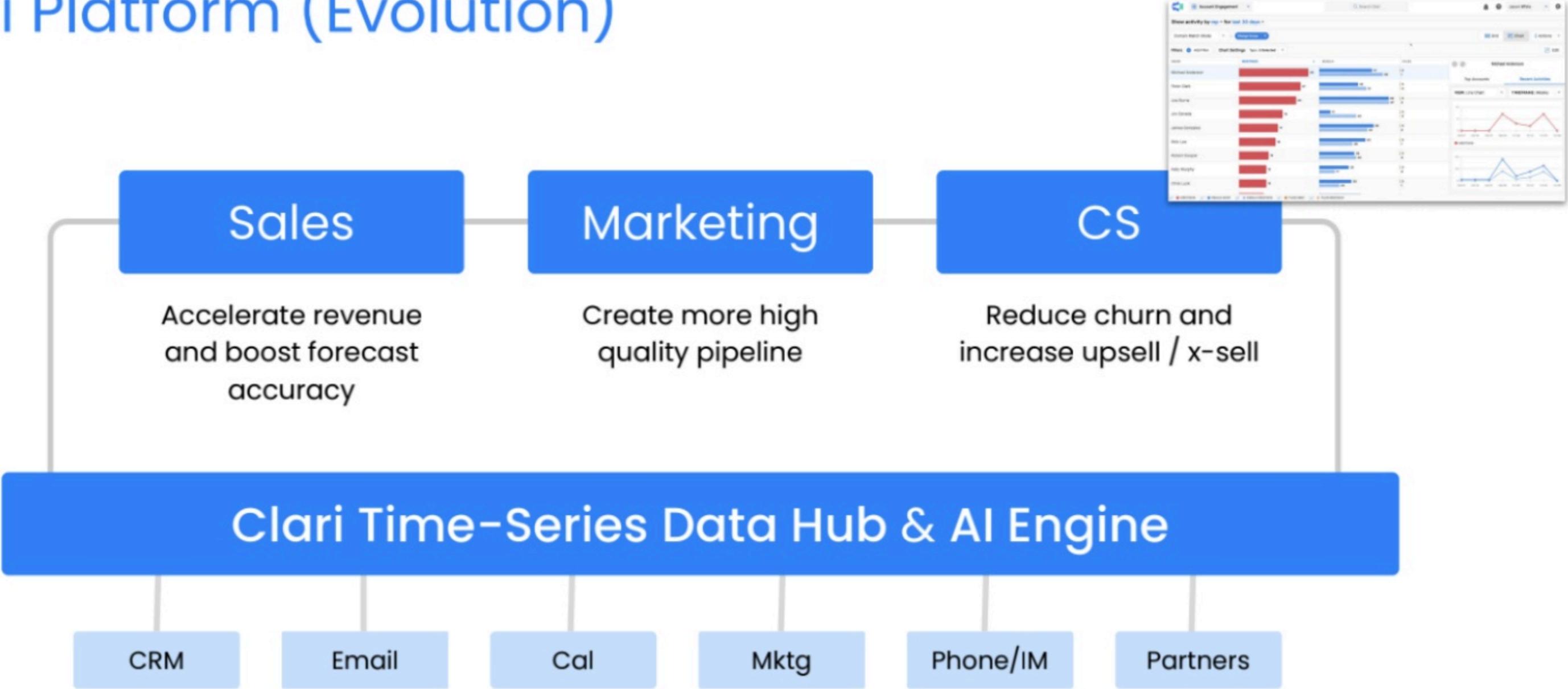
Phone/IM

Partners

# Clari Platform (Evolution)



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# Becoming the Rev Ops Authority

Revenue Operations' role is to  
**Operationalize Growth**, from  
the boardroom to the front line.

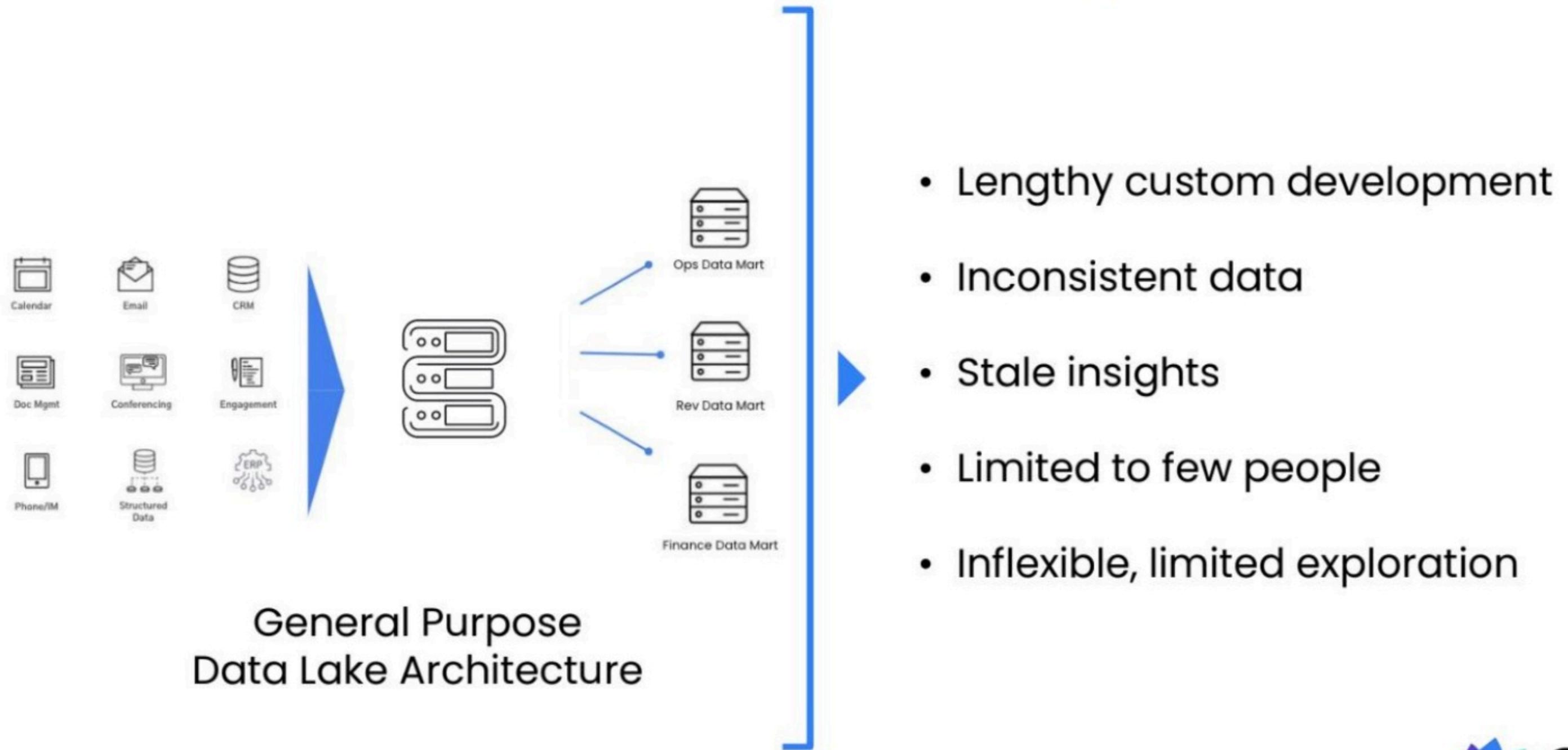
# Operationalizing Growth

## From the Boardroom

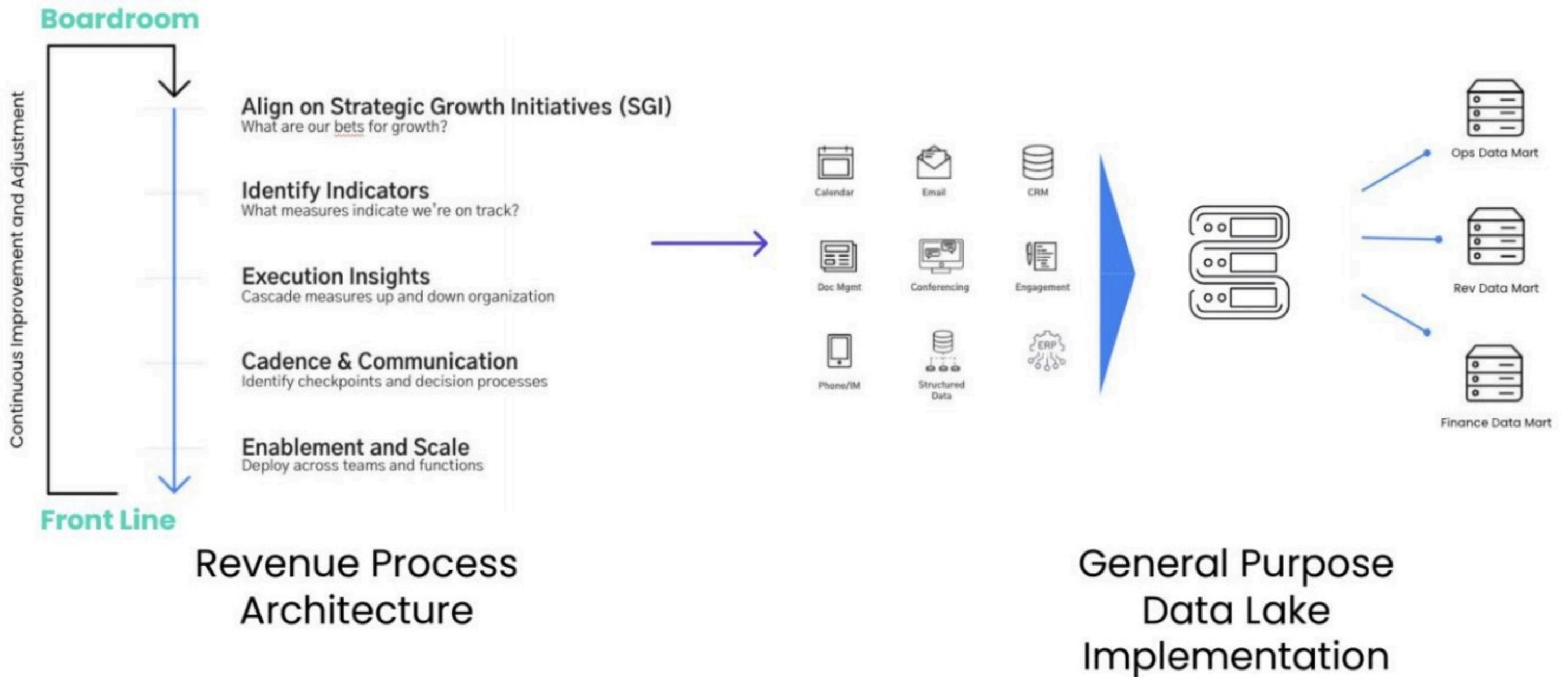


## To the Front Line

# Limitations of the Do-it-Yourself Approach



# Traditional IT Approach to Optimize Revenue



# Clari's Modern, Purpose-Built Approach

