

“Vivun enables me to raise the profile and strategic importance of my entire presales team.”

Robert DeMarco,
VP Solutions Consulting,
Xactly

Xactly[®]
Inspire Performance™

“The data captured with Vivun is crucial to our continued presales effectiveness and allows me to make better strategic decisions for the team and the business.”

XACTLY UNLOCKS THE STRATEGIC POTENTIAL OF ITS GLOBAL PRESALES TEAM WITH VIVUN



ABOUT

Robert DeMarco, VP Solutions Consulting. Manages over 25 sales engineers globally.

- Xactly is a fast-growing SaaS company offering tools for performance management, sales effectiveness, sales compensation, and employee engagement.

COMPELLING EVENTS

- New CRO arrived and said “Presales needs to be metric-driven.”
- New products from company acquisitions opened up potential for global presales team to capture product intelligence in the field.

CHALLENGES

- Too much “black box” with respect to presales activities, deliverables, and impact.
- Needed to monitor activity across the team and ensure resources were being managed effectively.
- Metrics and reporting were an “afterthought.” “Sales operations literally gave us leftover Salesforce objects; they didn’t meet our needs.”
- Wanted to capture product intelligence from the field and use it to inform product management priorities.

VIVUN BENEFITS

- Up and running with CRO-ready dashboards and metrics in less than two weeks.

- Data-driven Hero Score enabling a “quality check” on the sales forecast -- sales leadership reviewing it often, thus giving presales a voice in the forecast.
- Incredible line-of-sight into resource allocation -- what’s needed based on upcoming deals and patterns of deliverables. “I can manage resources in a way I haven’t been able to before.”
- “We’re beginning to use the product interlock that Vivun provides, putting a revenue amount on product gaps captured by presales so product understands where to prioritize their work.”
- Freedom for the individual presales contributor: “Using Vivun to manage their day is so much better than what they had before. Instead of a custom Salesforce field, they have a browser extension and they can quickly input information about each of their deals. The team wants people to see what they’re doing, and it’s easier than ever to show their effectiveness.”

VIVUN PARTNERSHIP

“I can’t tell you enough how great the relationship is with the Vivun team. It’s a simple enough platform that I can run it on my own without help, but when I need something or have product feedback, they are extremely responsive.”

BUSINESS IMPACT

“We simply couldn’t have done any of this without Vivun. It can take 2-3 months to get a few reports out of our internal team -- to build what Vivun provides us? Impossible.”



Vivun, the world’s first platform for presales, helps you beat the competition to product-market fit, revive dormant deals, nail your forecast, and close deals faster. [Vivun.com](https://www.vivun.com) | demo@vivun.com