



websense[®]

Industry Software

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Jake Hofwegen

*Vice President, Global Sales Strategy & Operations
Websense*

Empowering Sales Managers

Websense Boosts Forecast Accuracy with C9 Active Pipeline

Intelligence Sales Forecasting

The biggest pain points today's sales organizations face are lack of visibility in pipeline movements and inaccurate sales forecasts. Compiling that level of analysis can be both arduous and time consuming and takes resources from the primary goal – selling. For Jake Hofwegen, Vice President of Global Sales Strategy & Operations with Websense, the intelligent data from C9 was not only eye opening and crucial for his business, but his newfound accuracy came without excessive man-hours spent manually compiling forecasts.

“We as well as many organizations rely on Salesforce as the foundation for CRM,” said Hofwegen. “Unfortunately, it doesn't provide the visibility or the flexibility we need for forecast customization or drill downs. We simply don't have the ability to truly gauge sales velocity and close rates.”

Headquartered in San Diego, California, Websense is a global leader in unified Web, data, and email content security generating revenues of more than \$332 million in 2010. The company's sales strategy involves distribution through a global network of channel partners and delivered as software, appliances, and Security-as-a-Service (SaaS). Last year, Websense

had \$49 million in billings to new customers, a 10% increase from the previous year, while billings for its Triton™ integrated content security solutions grew by 74%. With overall deal-size increasing, the company is also on track to close a record number of seven-figure transactions in 2011. Managing that level of pipeline management and forecast visibility for a flourishing sales organization requires a balanced approach of strategy and depth.

“Getting meaningful visibility into our sales cycle as well as in-depth pipeline analysis just wasn't viable,” said Hofwegen. “We needed a deep understanding of forecasts for specific products in order to effectively manage costs and supply cycles accurately.”

In-Depth Pipeline Analysis Without the Pain

Winning business in today's competitive marketplace requires knowledge, adaptability and agility. From a sales perspective, companies need to trend movements in time, while empowering sales managers to execute deal reviews accurately. Proper forecasting and pipeline analysis are now precursors to winning new business and retaining existing ones.



After evaluating a number of forecasting and pipeline management solutions, Websense chose C9 because the solution took daily snapshots of all their data – including all objects, custom objects, and fields – and provided immediately-relevant pipeline information to sales leadership in an easy-to-use application tightly integrated with Salesforce.

From finding deals that aren't put into Commit until they are closed to reps who consistently defer deals, C9 provides Websense with visibility into what is happening in the pipeline. In addition, the Watchlist will be a key tool for Websense's senior sales leaders by enabling them to monitor and implement strategies for their top 50 sales deals. "Sales leaders all understand the importance of in-depth pipeline analysis, but this can require a huge amount of time, time that could be spent on closing deals," stated Hofwegen.

"This is a pain point that we all face whether we want to admit it or not. Using C9, we save roughly 80 man-hours throughout the organization on rolling up forecasts and other sales administrative tasks that we can now spend on deals and customer retention."

Fast Deployment in a User-Friendly UI

Of course, deploying new technology can be a significant hurdle considering the time and resources needed to ensure a smooth implementation. And once deployed, the user interface must be user-friendly to ensure that the tool is used on a regular basis.

Accessible through a simple interface, C9 sales forecasting and pipeline management solutions provides seamless integration with Salesforce CRM out-of-the-box.

Additionally, C9 enables organizations to easily import critical sales information such as bookings and actuals from back-office systems (including SAP and Oracle), as well as goals or quotas from incentive compensation systems or other data sources.

"We considered other products available at the time, but it was a no-brainer to choose C9," continued Hofwegen.

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High-Quality Support and Training

C9 invests heavily in customer support programs, which ensures the voice of the customer is heard in the ongoing development of C9 products and services. At the heart of C9's success is its ability to effectively support customers in addition to the strength of its forecasting and pipeline management product and service offerings. C9's team of customer support managers provides the highest quality support in the industry.

"The more we work with C9, the more we like it," said Hofwegen. "The C9 team worked to help us get up and running, followed by thorough training on how to best use the system and we couldn't be happier. As the relationship has progressed, we continue to learn new strategies and are constantly kept up to date on upcoming features and functionality. In today's marketplace, you need to be prepared for growth and with C9 in place, we feel poised and ready for anything."

About C9

C9 delivers predictive sales and marketing applications that increase revenue, generate more precise forecasts and mitigate pipeline risk. By combining data science with products that improve sales and marketing execution, C9 enables leading companies like Yahoo!, Pitney Bowes and Google to drive predictable growth.



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