



AVAYA

Industry Communications

"Our sales managers use Salesforce to manage their opportunities but they use C9 to manage their people."

Mark Ellison

Director, Global Sales Operations

Avaya

Managing the Sales Forecast and Pipeline to Deliver Results

Avaya Re-Tools Global Sales Forecasting and Pipeline Management with C9

About Avaya

Avaya is a leading global enterprise communications provider.

Business Challenges

- Avaya had no standardized sales forecasting or pipeline management process
- The enterprise-wide forecasting requirements of Avaya quickly outstripped Salesforce's Custom Forecasting capabilities
- Couldn't see pushed out deals in Salesforce
- Needed custom rollups to provide role-specific views of active opportunities

Solutions

- C9 Active Pipeline deployed to 350+ global sales managers
- Custom hierarchies developed in C9 to model Avaya's unique selling structure
- C9 Active Pipeline Watch List alerts to let sales managers track key deals

Results

- A standardized forecasting and pipeline management system across all Avaya geographies and overlay teams
- Enables sales managers to drive consistent behaviors through improved one-on-one rep coaching
- Increased accountability for sales teams in meeting forecast

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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