



Industry Software

"C9 Active Pipeline has refined forecasting pipeline management reporting to be as simple as 'Cliff Notes' and enables us to focus on the important reporting features required to drive effective sales performance."

Branden Tssetsilas

*Sr. Director, Global Field Operations
Progress Software Corporation*

Increasing Sales Performance with Visibility into and Analysis of Change

Progress Uses C9 to Focus on Critical Deals

About Progress Software

Progress Software is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur – to capitalize on new opportunities, drive greater efficiencies and reduce risk.

Business Challenges

- Despite a mature pipeline management process, Progress needed more robust trending and pipeline best practices than offered in its CRM system
- Progress needed advanced analytics support to standardize its sales processes across the globe

Solutions

- C9 Active Pipeline to provide critical forecast and pipeline analytics across its global regions

Results

- Enabled Progress' global sales leadership across North America, EMEA, and Asia Pacific to standardize on pipeline metrics
- Provided visibility into what's changing in their pipeline across all regions, rolling up to senior management
- Increased operational productivity of weekly sales meetings by providing critical "what's changed" information and enabling sales teams to focus on the deals that matter most.

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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