IDC MarketScape

IDC MarketScape: Worldwide Revenue Intelligence Platforms 2024 Vendor Assessment

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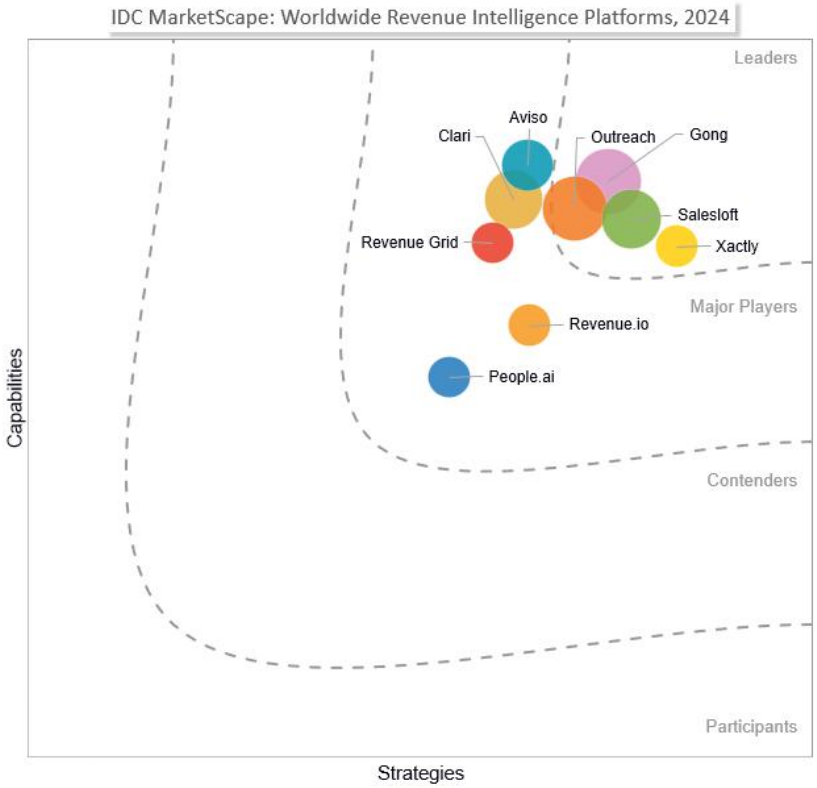
THIS IDC MARKETSCAPE EXCERPT FEATURES XACTLY

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Revenue Intelligence Platforms Vendor Assessment



Source: IDC, 2024

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

June 2024, IDC #US52317324e

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Revenue Intelligence Platforms 2024 Vendor Assessment (Doc # US52317324). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

Over the past year, the significance of revenue in B2B sales has intensified. With economic uncertainties looming and markets becoming increasingly competitive, businesses are prioritizing revenue-generation and revenue-generating activities more than ever before. This shift reflects a broader trend toward outcome-focused approaches, where sales strategies are intricately tied to bottom-line results. As companies strive to future-proof themselves in this dynamic market, there is a heightened emphasis on a holistic approach to revenue. This emphasis has prompted not just sales teams but all revenue teams (marketing, customer success, revenue operations, etc.) to adopt more strategic and targeted approaches, leveraging artificial intelligence (AI), analytics, customer insights, personalized engagement, and transparent workflows to maximize revenue outcomes. Revenue intelligence is emerging as a cornerstone of B2B sales strategies, guiding decision-making, breaking down revenue silos, and shaping the trajectory of sales organizations in an increasingly competitive landscape.

Encapsulating this holistic outlook on revenue are revenue intelligence platforms. Revenue intelligence platforms have emerged as indispensable tools in the modern sales process, revolutionizing how organizations understand and optimize their revenue-generation strategies. IDC defines revenue intelligence platforms as software solutions designed to enable organizations to gather, analyze, and leverage data related to sales activities, customer interactions, and pipeline management to provide actionable insights for optimizing revenue-generation strategies. The platforms analyze data from multiple sources, including sales, marketing, and customer support, and integrate it into a single source of truth. Using advanced analytics, including generative AI (GenAI), machine learning (ML), and data visualization techniques, revenue intelligence platforms empower revenue teams to make informed decisions and drive revenue growth. The goal of revenue intelligence platforms is to enable sales professionals to identify key opportunities, prioritize leads, and tailor their approach to meet the unique needs of each customer. While revenue intelligence platforms have a variety of use cases, the four that align most closely with the evolving needs of today's B2B buyer include activity capture and intelligence, sales engagement, opportunity and pipeline management, and forecasting.

Activity Capture and Intelligence

It's widely known that sellers aren't the most fastidious record keepers. Between prospecting, research, back-to-back meetings, and the occasional coaching session (often happening across several disparate tools), sellers are apt to forget logging every interaction back to their CRM. When this information does eventually get updated, it might be incorrect or, more commonly, incomplete. Sellers are loath to interrupt their workflow to attend to administrative tasks several times a day. By automating the recording of such interactions, such as emails, calls, meetings, and other touch points, sellers can reclaim precious time and go-to-market (GTM) teams can ensure comprehensive and accurate data entry without relying on manual input from sales reps. This not only saves time and reduces the risk of human error but also provides real-time insights into customer engagement. Automatic CRM activity capture and analysis enables sales teams to track interactions more effectively, understand customer preferences and behavior, and identify opportunities for personalized engagement. Moreover, it facilitates collaboration across go-to-market teams by providing a

centralized repository of customer interactions and account activity that can be accessed and analyzed by various stakeholders. Revenue intelligence platforms should offer robust activity capture and intelligence capabilities such as:

- Automatic capture of all customer interactions (including emails, recordings, meetings, etc.) and the ability to log associated contact, lead, and/or opportunity back to CRM
- Syncing with popular calendar apps to enable online scheduling and share meeting availability
- Integration with web conferencing providers that allow call transcription and supply call summaries
- Automatic alerts for significant changes in sales pipeline, deal status, or customer behavior
- The ability to leverage all activity data to provide real-time, actionable insights

Sales Engagement

Sales engagement is the heartbeat of revenue generation for any business. It serves as the vital link between potential customers and the products or services a company offers. Sales engagement encompasses all interactions between a salesperson and a prospect throughout the sales cycle. Rather than leaving salespeople to randomly determine how and when to engage with buyers, some revenue intelligence platforms use AI to reveal which leads and accounts have a high probability of purchasing, where to find them, and how best to start a successful conversation with them. Leveraging engagement data from sales interactions provides insights into customer preferences and buying behavior, which are key to cultivating long-term relationships and increasing the likelihood of conversion. Revenue intelligence platforms support sales engagement in the following ways:

- **AI-guided selling.** The platform should be able to provide feedback on deal-related activities and offer actionable guidance on the next best steps based on AI analysis.
- **Conversational intelligence.** Conversational intelligence significantly improves the chances of winning deals by enhancing communication and providing real-time assistance during sales calls and helps reps personalize their approach and improve overall effectiveness.
- **Collaboration**. The platform provides a way of collaborating with the deal team and/or customers on sales-related activities via digital sales rooms (DSRs) or similar microsites.

Opportunity and Pipeline Management

Managing accounts and sales pipeline is critical to supporting revenue goals by providing structure, visibility, and strategic direction to the sales process. Effective opportunity management ensures that sales teams prioritize and focus their efforts on the most promising leads and deals. By evaluating factors such as lead quality, buying intent, and potential deal size, sales professionals can allocate resources wisely, maximizing their chances of closing deals. Pipeline management offers a clear overview of where prospects are in the sales cycle, from initial contact to close. This visibility enables sales leaders to identify bottlenecks, address challenges, and make informed decisions to keep deals progressing smoothly. Revenue intelligence platforms enable opportunity and pipeline management to streamline sales processes, optimize resource allocation, and maintain a steady flow of revenue by:

- Using activity information and other deal attributes to assess the health of deals and identify deal risks as well as provide steps to mitigate that risk
- Providing pipeline and account dashboards or visualizations that incorporate activity intelligence and provide AI-guided insights

- Supporting a system for automatically prioritizing leads and/or actions that are most likely to result in revenue

Forecasting

Sales forecasting serves as the compass guiding organizations toward revenue growth by providing invaluable insights into future performance. And yet, for so many revenue teams, forecasting is often incomplete at best and misleading at worst. According to IDC's March 2024 *State of Sales Technology Survey,* nearly a quarter of sales leaders cite "inaccurate forecasting" as one of their top 3 selling challenges. Accurate sales forecasting empowers organizations to set realistic revenue targets, develop strategic plans, and make informed decisions that drive growth. Sales forecasts also allow companies to set realistic quotas for their sales teams, which can boost team morale and performance. Forecasting capabilities are a key component of any revenue intelligence platform. Forecasting features should:

- Apply AI/ML to understand forecast risk and drive predictive forecasting recommendations.
- Allow standardization of any time-specified (weekly, monthly, quarterly) forecast submission process.
- Enable deal rollups at multiple levels of a sales hierarchy.
- Provide dashboards or visualizations for a wide range of pipeline configurations.

Revenue intelligence platforms are changing the way revenue teams operate and strategize. Some of the key trends and differentiators for revenue intelligence platform providers are:

- **Unified, holistic view of customer data.** Revenue intelligence platforms provide comprehensive insights into customer behavior, preferences, and purchasing patterns, enabling organizations to tailor their sales and marketing strategies to meet specific needs. These platforms empower sales, marketing, and service teams with an all-encompassing perspective on vital data throughout the sales journey. Revenue intelligence platforms encourage the breakdown of departmental silos by centralizing data and enabling seamless communication between all go-to-market teams.
- **Improved pipeline management and forecasting.** A key area of differentiation among revenue intelligence platform vendors lies in their utilization of AI/ML to effectively manage pipelines and forecasts. Everything from lead generation to lead qualification to predictive analytics can be enhanced with AI and ML. Advanced analytics and AI-driven algorithms enable companies to forecast future revenue, optimize pricing strategies, and identify cross-selling and upselling opportunities. AI analysis enhances accuracy of all these initiatives, surpassing human intuition and other traditional methods.
- **Guided selling and coaching.** Guided selling is all about helping sellers become more effective by providing real-time insights, often gleaned from AI, throughout the sales process. Guided selling uses AI and ML to transform raw data from emails, meetings, account data, and other structured and unstructured data to provide recommendations in the moment. Guided selling enables organizations to support consistent sales performance through integration with sales playbooks, visibility into pipelines, and just-in-time coaching opportunities.

This IDC study assesses the market for revenue intelligence platforms through the IDC MarketScape model. This research is based on a quantitative and qualitative assessment of the key characteristics that explain a vendor's success and performance in the revenue intelligence space. The evaluation of the nine key vendors is based on a comprehensive framework and set of parameters designed to help tech buyers seeking revenue intelligence platform solutions.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

To be included in this IDC MarketScape assessment, participating vendors were required to meet the following criteria:

- The vendor must have reported a minimum of $10 million combined on-premises and cloud-deployed recurring revenue.
- The vendor must have customers in production (general availability) for at least one full year at the time this document was written.
- The software must support at least three features from each of the following key pillars of revenue intelligence platforms: activity capture and intelligence, sales engagement, opportunity and pipeline management, and forecasting.

ADVICE FOR TECHNOLOGY BUYERS

When considering the purchase of a revenue intelligence platform, buyers should evaluate several key factors to ensure they select the best solution for their needs. Some critical considerations are:

- **Business needs and objectives.** Having a clear understanding of organizational business needs and objectives is a foundational step in ensuring that the solution aligns with strategic goals and operational requirements. In detail:
  - Are there specific use cases for which your organization is trying to solve? Do you have distinct problems that the solution needs to address such as forecasting accuracy or pipeline management? Some solutions have more robust functionality in one area than in other areas.
  - Can the software accommodate your business' growth, including an increase in users, data volume, and transaction complexity? The solution should be flexible enough to adapt to future business needs and technological advancements.
  - Can the software support new business units, additional markets, or expanded product lines without significant modifications or performance issues?
- **User requirements and adoption.** Understanding user requirements is critical for ensuring the right revenue intelligence platform choice. Different users within a revenue team will have varying needs based on their roles and responsibilities. In detail:
  - Sales reps, managers, and executives prioritize different features. Reps need intuitive and user-friendly interfaces that streamline data entry and retrieval, allowing them to focus more on selling rather than administrative tasks. Features like mobile access are also important for reps who spend a lot of time in the field. Sales managers require detailed visibility into the sales pipeline and need access to performance metrics and dashboards to monitor team performance, set targets, and provide coaching. Executives, meanwhile, need high-level strategic insights to inform decision-making and tools for predictive analytics to forecast revenue, identify market opportunities, and mitigate risk.
  - Comprehensive training programs and resources should enable all users to get up to speed quickly. Evaluate how user-friendly the software is and whether the training and support offered are sufficient to facilitate adoption and minimize resistance.
- **AI/ML road map.** Investigate the current availability of advanced analytics capabilities and the vendor's plans for future enhancements in functionalities like predictive analytics, trend analysis, and AI-driven insights. Explore the software's applicability and the vendor's plans for

incorporating generative AI. Assess the availability of natural language processing (NLP) features that allow users to interact with the software through conversational queries and receive intuitive, easy-to-understand responses. Ensure the software can effectively manage and utilize proprietary data without compromising security or performance and check whether the vendor provides safeguards and compliance measures to protect sensitive information.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Xactly

Based on close evaluation of the company's strategies and capabilities and on client and partner feedback, IDC has positioned Xactly in the Leaders category in this 2024 IDC MarketScape for revenue intelligence platforms.

Xactly was founded in 2005 and is headquartered in Los Gatos, California. The Xactly Intelligent Revenue Platform marries AI and proprietary data in easy-to-use applications. Xactly's Intelligent Revenue Platform delivers predictable revenue by breaking down silos across GTM teams to support planning, performance, and prediction. Xactly offers composable modularity across its platform, empowering businesses to drive profitable and sustainable growth by providing advanced capabilities to plan, design, and forecast efficiently and intelligently.

Xactly boasts out-of-the-box integrations with major applications across CRM, ERP, marketing automation, and sales enablement, among several others. While the bulk of Xactly customers represent large enterprises, Xactly serves businesses of all sizes across a variety of industry verticals. Xactly serves customers in North America, EMEA, LATAM, APEJ, and Japan.

Strengths

Xactly excels in its strategy for innovation, consistently demonstrating a forward-thinking vision for the future of its product. With a commitment to staying ahead of the curve shown through continued investments in R&D, Xactly focuses on opportunities for improvement and advancement with a clear vision for how its product should evolve to meet the ever-changing needs of its customers. Through a combination of development initiatives, regular rollouts of new features and functionality, and customer feedback, Xactly embraces a culture of continuous improvement.

Another strength of Xactly is its incorporation of advanced analytics, AI, and ML, particularly for its predictive and pipeline analytics. The company's unified data platform integrates data from various sources including CRM and ERP systems into a single, accessible platform, providing a comprehensive view of critical revenue information. This streamlined integration enhances transparency and efficiency, simplifying the forecasting process.

Challenges

Although customers highly praised Xactly, they admitted to facing some challenges with permission management, particularly regarding user-level permissions. Customers highlighted a need for a more structured approach to permissions.

Consider Xactly When

For organizations seeking to enhance their forecasting and pipeline analytics with frontline AI and ML, Xactly is an excellent choice.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

IDC defines revenue intelligence platforms as software solutions designed to enable organizations to gather, analyze, and leverage data related to sales activities, customer interactions, and pipeline management to provide actionable insights for optimizing revenue-generation strategies.

LEARN MORE

Related Research

- *State of Sales Technology* (IDC #US52011324, April 2024)
- *Generative AI Use Case Taxonomy: The Sales Function* (IDC #US51940624, March 2024)
- *What Selling Challenges Are Currently Plaguing Organizations?* (IDC #US51945224, March 2024)
- *IDC MarketScape: Worldwide Sales Enablement Software 2023 Vendor Assessment* (IDC #US49707723, June 2023)

Synopsis

This IDC study provides an assessment of the leading revenue intelligence platform software vendors and discusses the criteria that are most important for companies to consider when selecting a revenue intelligence platform solution.

"Revenue intelligence platforms have become essential for go-to-market teams that are looking to transform data into actionable insights," says Michelle Morgan, research manager, Sales Force Productivity and Performance at IDC. "These platforms offer unparalleled insights, enabling teams to make data-driven decisions, optimize sales processes, and ultimately drive sustainable growth in today's competitive market."

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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