Maximise Revenue potential through AI intelligence And actions across your prospect and customer deal lifecycle

As a recognized Enterprise leader for AI-based Revenue Intelligence solutions, Aviso AI offers the most comprehensive set of tools and solutions to drive revenue intelligence across sales, marketing, go-to-market and customer success teams and uncovers the hidden revenue and deal opportunity from each customer.
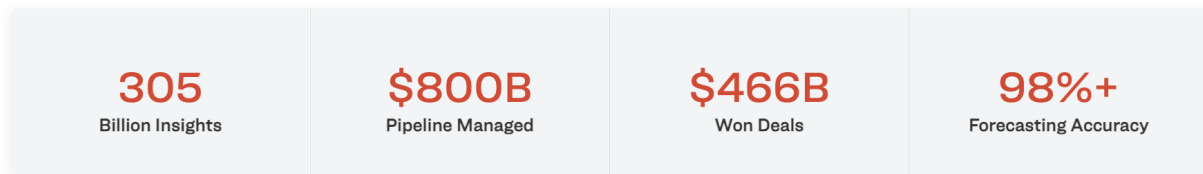
Aviso has been recognized by two leading analysts in their first ever market category reports for Revenue Intelligence. Aviso was listed as a representative Vendor in **Gartner's** "2021 Market Guide for Revenue Intelligence" and **Forrester's** "New Tech: Revenue Operations & Intelligence Q4 2021" report. This document provides an introductory overview of Aviso's AI platform.

The Aviso product can be divided into nine core pillars, all of which are powered by Aviso's predictive time-series database platform and advanced ML architecture.

Aviso AI Revenue Operating System

Single pane of glass for GTM Teams

AVISO SWARM	AVISO ANALYZE	AVISO COACH	AVISO FLOW	AVISO ACCELERATE	AVISO ENGAGE	AVISO SENSE	AVISO GROW	AVISO PREDICT
Embedded Deal Collaboration	Advanced Reports & Analytics	Rep Development & Team Enablement	Pipeline Inspection & Deal Reviews	Deal Progression & Management	Relationship Intelligences	Conversational Intelligence	Marketing Intelligence	Revenue Forecasting

Aviso tracks every interaction your Sales, Marketing, and Customer Success teams have with prospects and accounts. It also tracks the repeated interactions coming from those same accounts.

With Aviso, modern CROs, Chief Customer Officers, CMOs, and other CXO's can work together as one well-oiled Go-to-Market high performance engine. Here are some of the top benefits key GTM organisations get with Aviso.

305	$800B	$466B	98%+
Billion Insights	Pipeline Managed	Won Deals	Forecasting Accuracy

Benefits of Aviso AI For Key Customer Facing Roles

Marketing	Sales	Customer Success
Build new qualified pipeline with real-time predictive analytics Expand contact database by including customers not in CRM Seamlessly use CI tools to collaborate with sales, customer success and product teams for content demand and design	Investigate deal activities and rep relationships to assess real engagement Get appropriate coaching/benchmarks to help reps ramp up quickly Get nudges or next steps to accelerate a deal cycle Reduce administrative CRM data entry	Understand buyer insights and preferences Get insights into activities to improve relationships and ace renewals Get end-to-end visibility of customer engagement to shorten response time, increase adoption and retention rates

Aviso's platform captures data from the most number of signals in the industry to enable signal-based selling. This includes:

- CRM data or data from Systems of Records like ERP, Ticketing, Break-Fix
- Conversational data from forecast meetings, deal, customer chats & reviews
- Relationship data from auto-activity capture across emails, calendar, calls
- Additional implicit signals via public data sources, data lakes, legacy apps

Aviso's platform also serves the needs of other teams beyond just GTM teams

- Finance teams can get Board Meeting/Wall Street related reporting
- Product teams can sample prospect and customer calls to gain user empathy and feedback and improve product experience
- Legal, Procurement, and other teams can participate at the clock speed of customers to close and expand deals faster all within Aviso

Aviso acts as a **GPS/Compass-like** guide for all members of a modern, integrated Go-To-Market team and helps them gain clarity, velocity, and better outcomes.

For **sales reps**, Aviso also reduces the time spent on manual admin activities and gives them more time to sell and focus on creating customer value. Our "Win Score" helps sales managers and reps identify where there is risk in the pipeline. Aviso then identifies the best actions to generate new leads, create more pipeline, and close deals faster. The Aviso platform also sends out weekly digest or nudges to let managers and reps know how the deals are progressing.

Sales Management gains a predictive view into actual deal win probabilities, while factoring in human biases and countering them. Aviso AI also provides insights on the behaviours of top sales performers so that Managers can benchmark and replicate it for reps in their team and increase Win Rates.

Marketing teams can strategize, communicate, and move together to launch solutions that address customer needs vs what you want to sell to them. More advanced Aviso AI features like pipeline analytics provide insight into the strength of the funnel while relationship intelligence aids ABM efforts for focused campaigns.

Customer Success and Adoption teams get a 360-degree view of information enabled by real time CRM information updates. It helps CS teams to collaborate with sales and marketing teams to get quick customer response time, insights into customer issues, and the ability to increase adoption and retention rates.
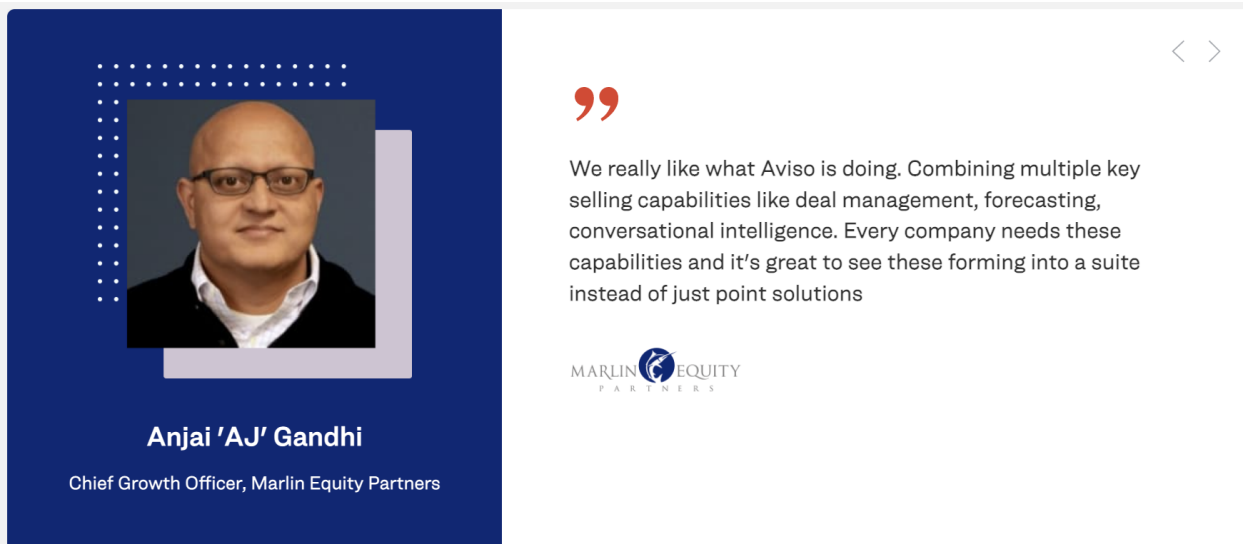
The best part about Aviso?

You can start the journey with Aviso with any GTM organisation, whether your Sales and Marketing team, or your Customer Success and Finance teams.

Aviso's Unique Time-Series Approach to Revenue Guidance

Aviso's approach to Revenue Intelligence is based on a unique temporal database. We use an Automated ML engine for feature discovery, model building, validation and also have a deep work relationship graph and external APIs to other systems.
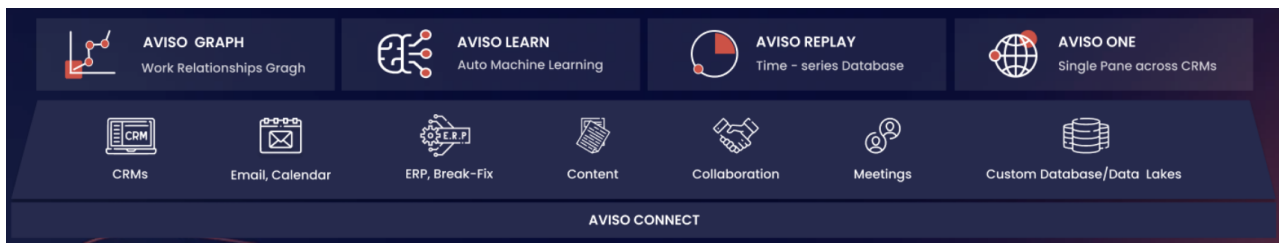
This unique approach gives true predictive power to revenue leaders to fine tune every part of their revenue engine, with the ability to replay previous scenarios, do scenario modelling, and enable more advanced decision intelligence.

> We really like what Aviso is doing. Combining multiple key selling capabilities like deal management, forecasting, conversational intelligence. Every company needs these capabilities and it's great to see these forming into a suite instead of just point solutions

Anjai 'AJ' Gandhi

Chief Growth Officer, Marlin Equity Partners

Here are just three examples below of how Aviso drives **superior** Revenue Forecasting, Deal Intelligence, and Conversational Intelligence (CI) .

Aviso's predictive forecasts are agnostic to the underlying CRM system (e.g. Salesforce, Dynamics, Hubspot, SAP, Oracle), and can handle independent hierarchies outside CRM. We handle complex rollups and overlaps and integrated M&A CRM instances for single global forecasts by industry, region, segment, or any other set of configurations you need to serve your unique forecasting needs.

Aviso's Deal Intelligence system both provides highly advanced intelligence into your portfolio of deals as well as predictions at an individual deal level. Aviso's unique Deal Maps quadrant divides all your deals into 4 categories:

- Focus: Deals Human Judgement and AI agree on closing this quarter
- Upside: Deals Humans can't see but AI believes will close this quarter
- At-Risk: Deals Humans are optimistic about, but AI believes can't close
- Low Priority: Deals both Humans and AI agree are not likely to close

Aviso's CI focuses on the subtext of the conversations i.e, what's not being said vs reporting the news; whether a customer is ready to buy in next 1-2- 3 months vs 6-9-12 or not at all. We take the guesswork out leveraging NLP (Natural Language Processing). Our proprietary models analyse the subtext of what a person is saying by analysing speech patterns, vocal frequencies, tone, and sentence structure. We combine those signals with our predictive ML/deep learning models to provide 98% accuracy in predicting when a deal will close at scale.

Aviso Conversational Intelligence (CI) also provides real time coaching during call, has deal intelligence integrated with AE activity intelligence and predictive analytics, product and competitor insights, visual cues and coaching via computer vision. We provide built-in support natively for 30 plus languages out of the box. With Aviso's AI powered conversational intelligence, you can get the most sophisticated insights available from day one unlike any other competitive platforms that require a large volume of calls to generate deal insights and action items. Last, Aviso CI platform requires minimal customization and implementation

About Aviso

- Recognized by Gartner and Forrester in Revenue Intelligence categories
- 175+ employees across the US, Europe, and India
- 150+ customers, 25K+ users
- Customers in High-Tech, Finance, Pharma, Industrials, and other sectors. Aviso works for any industry and company size
- 98%+ accuracy, 14+ Patents, 90%+ WAUs.
- G2 Top 50 sales tool
- $50MM+ venture money raised. Backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and other leading Silicon Valley investors

Know more about Aviso AI

*Aviso AI customer reviews on **G2 Crowd***

Want to learn more about Aviso's AI-powered platform for sales?
Hear from industry leaders discuss how they use Aviso.