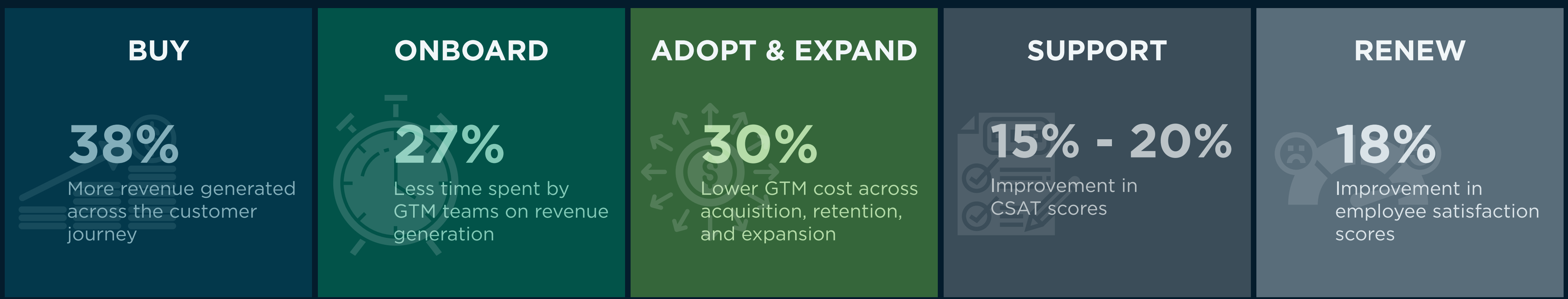


THE STATE OF REVENUE OPERATIONS IN HIGH-TECH & SOFTWARE

Where leaders are missing the mark and how they can get back on track with their RevOps journey

The High-Tech & Software industry is constantly evolving. As companies optimize for continued growth, they have realized that siloed revenue-driving functions are inadequate and ineffective. Enter Revenue Operations (RevOps)--an integrated set of data, insights, processes, systems, and functions--that have a major impact on revenue, net retention rates, and go-to-market expenses.

The Benefits of Successful RevOps Programs

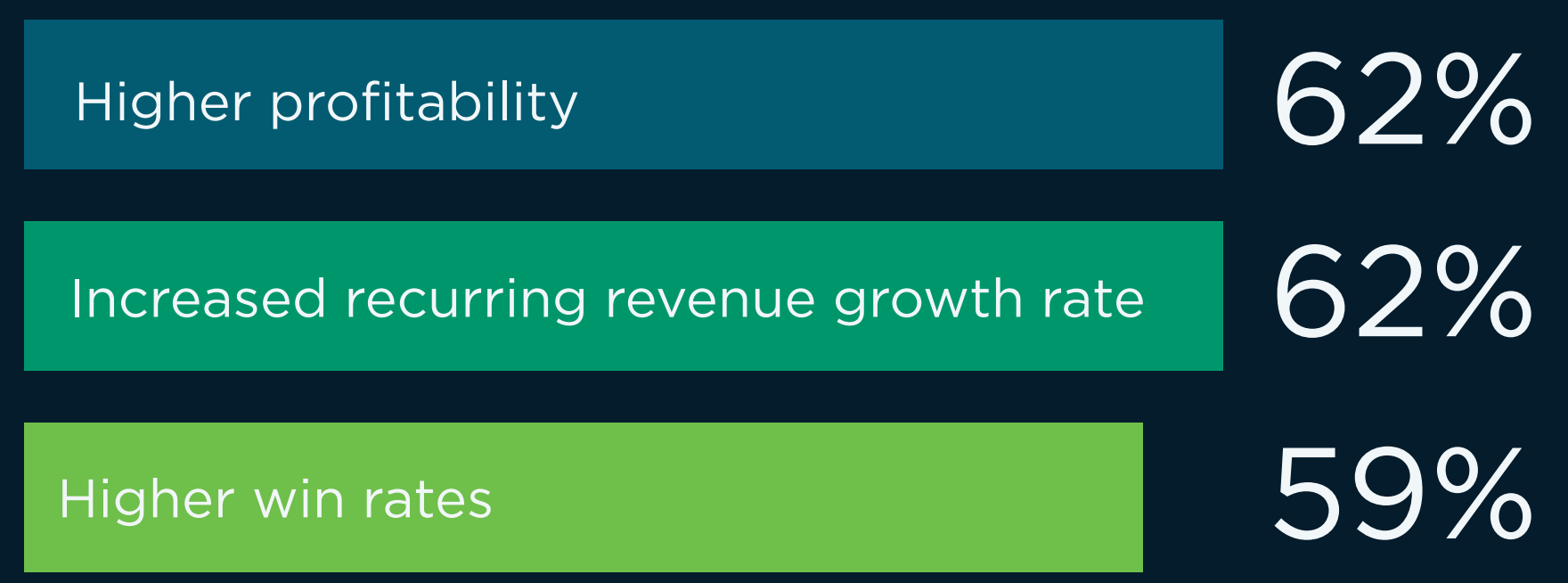


Key Focus Areas When Considering RevOps Programs

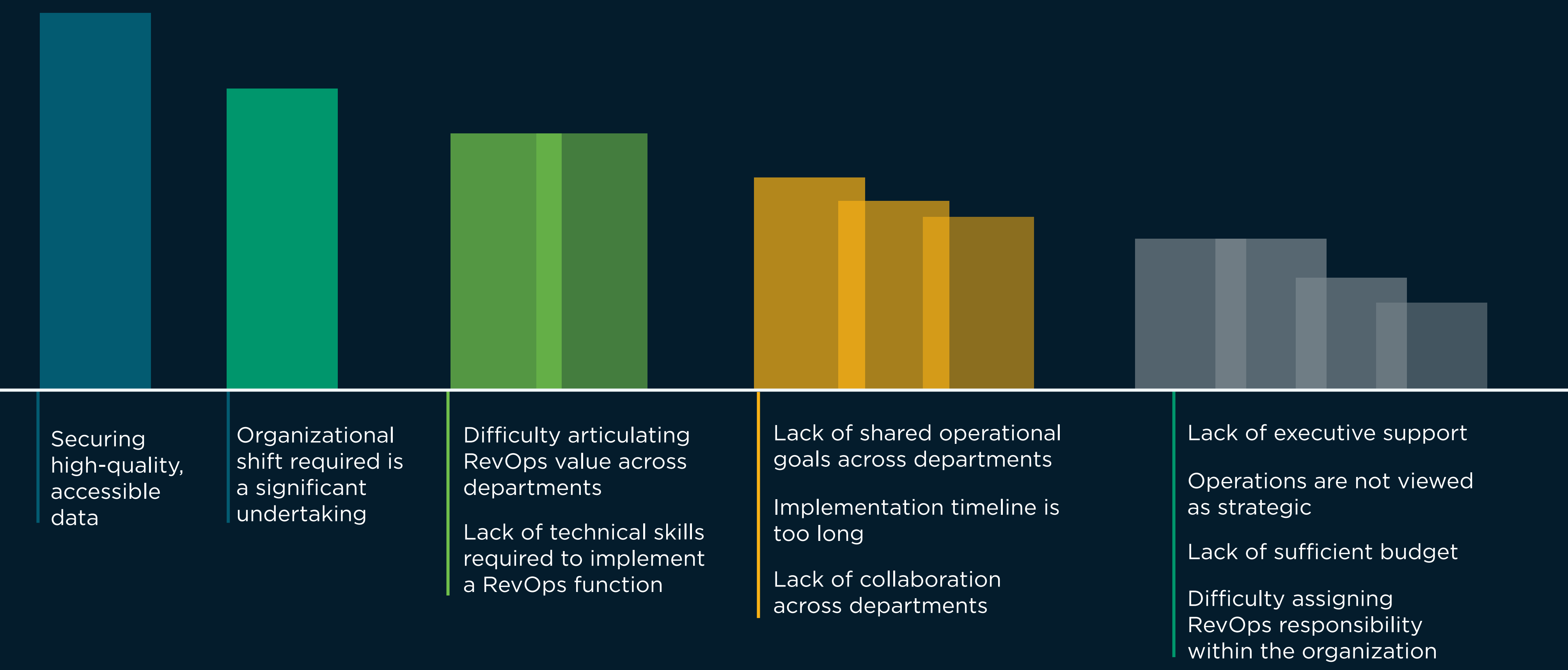


97% Are familiar with RevOps but there was no consensus about its true definition

Most important outcomes of RevOps



Most Common Roadblocks to RevOps Initiatives



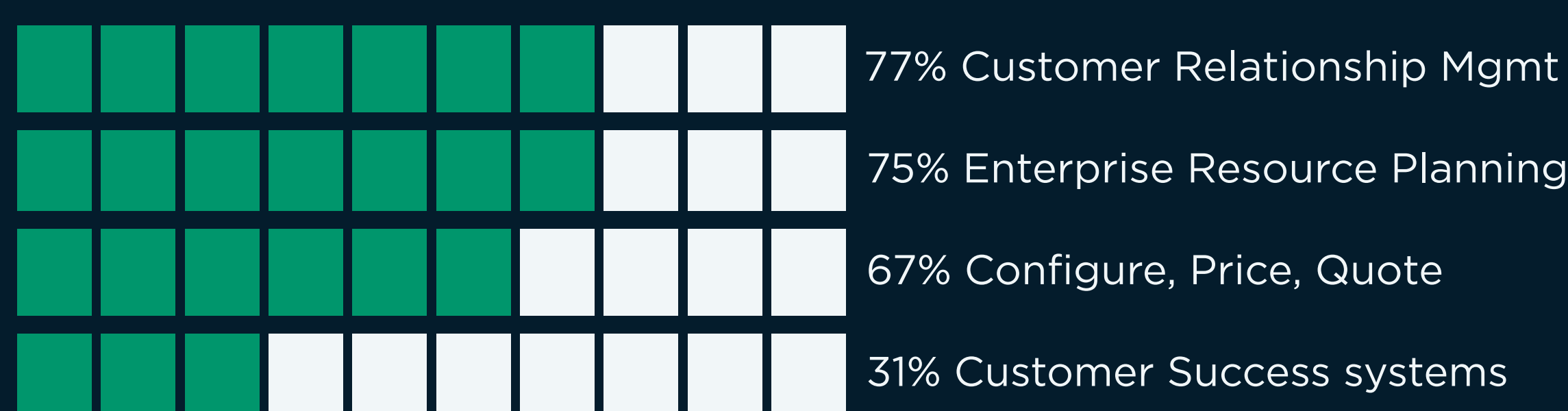
Many organizations have only advanced isolated functions rather than the comprehensive set of changes that RevOps requires

A company's org chart also plays a role in RevOps initiatives. When surveyed, executives said RevOps activities reside with the following:

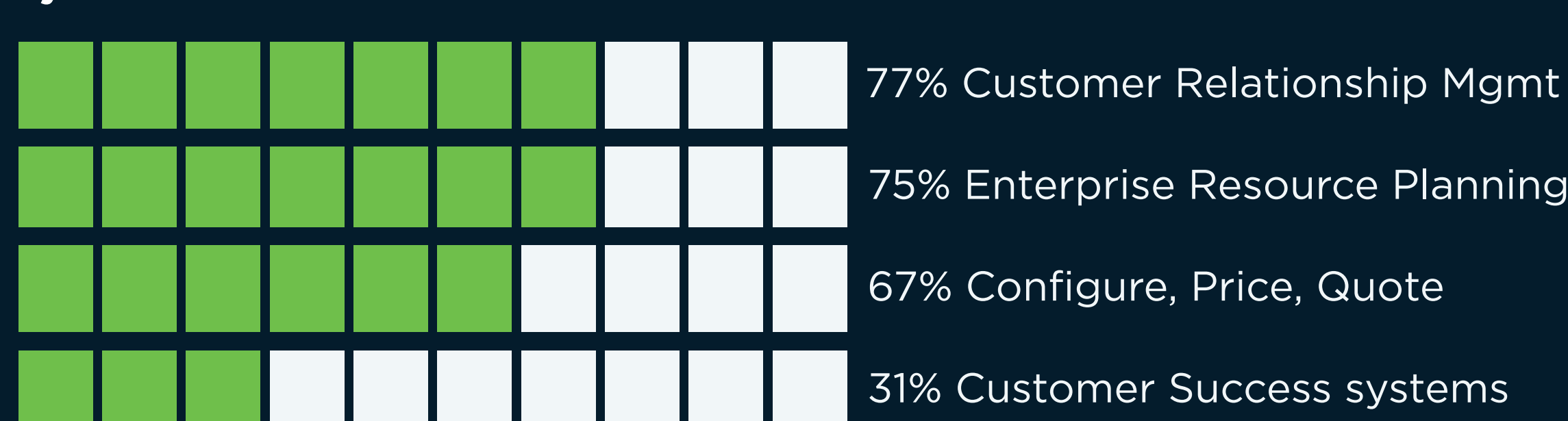
Data & Insights



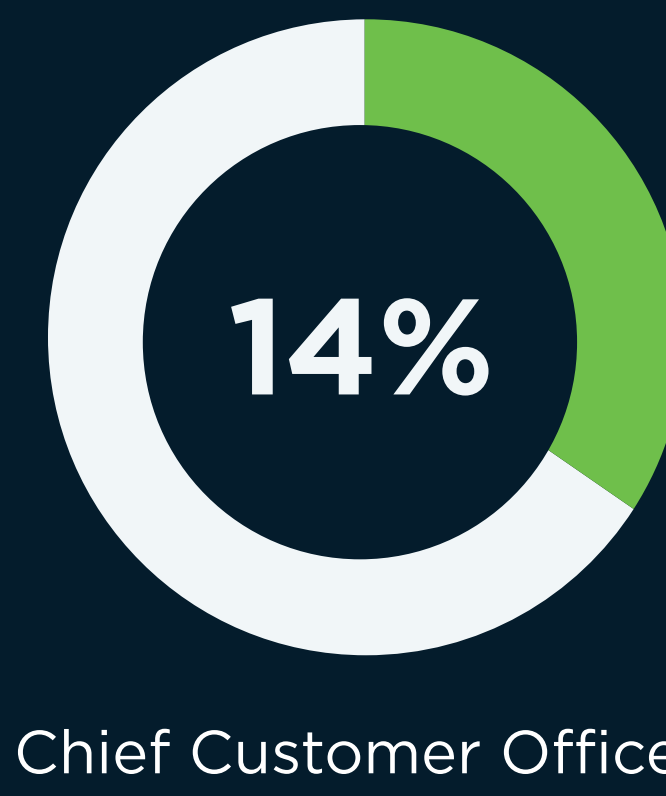
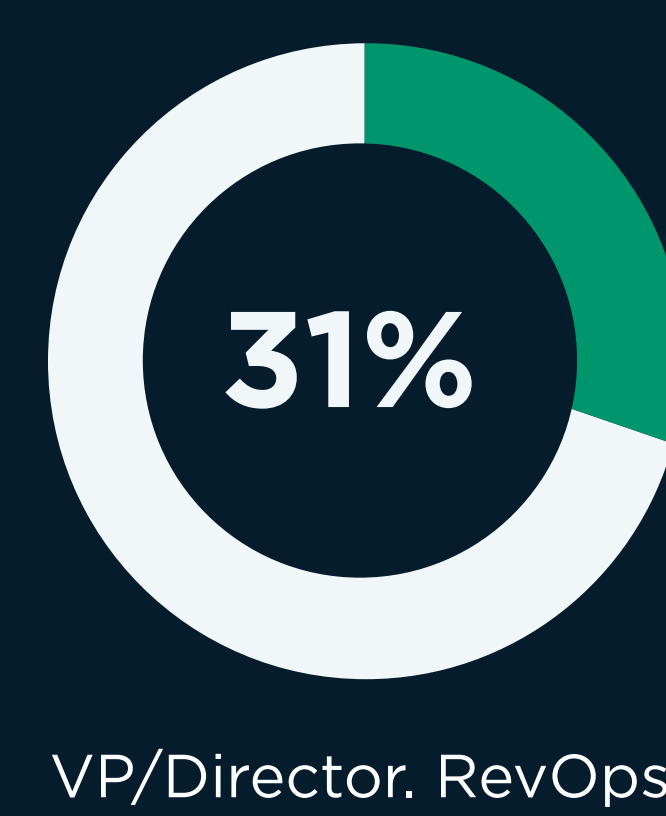
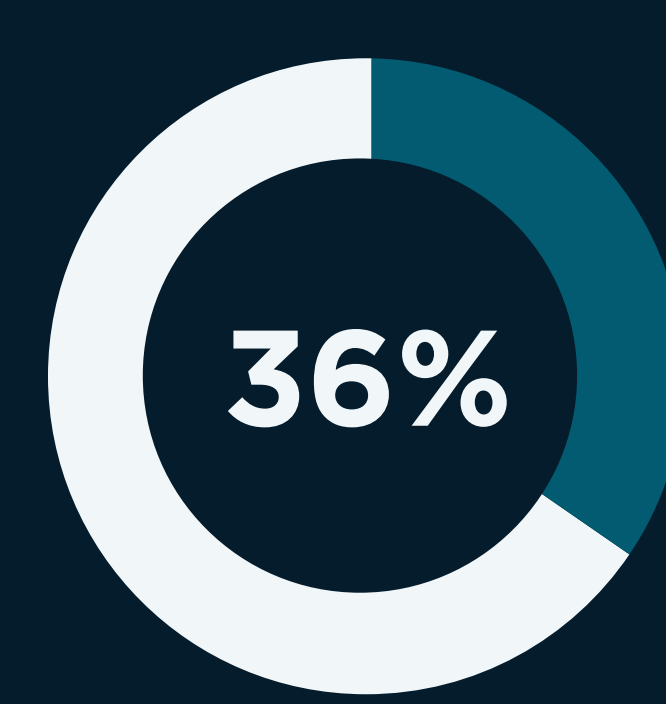
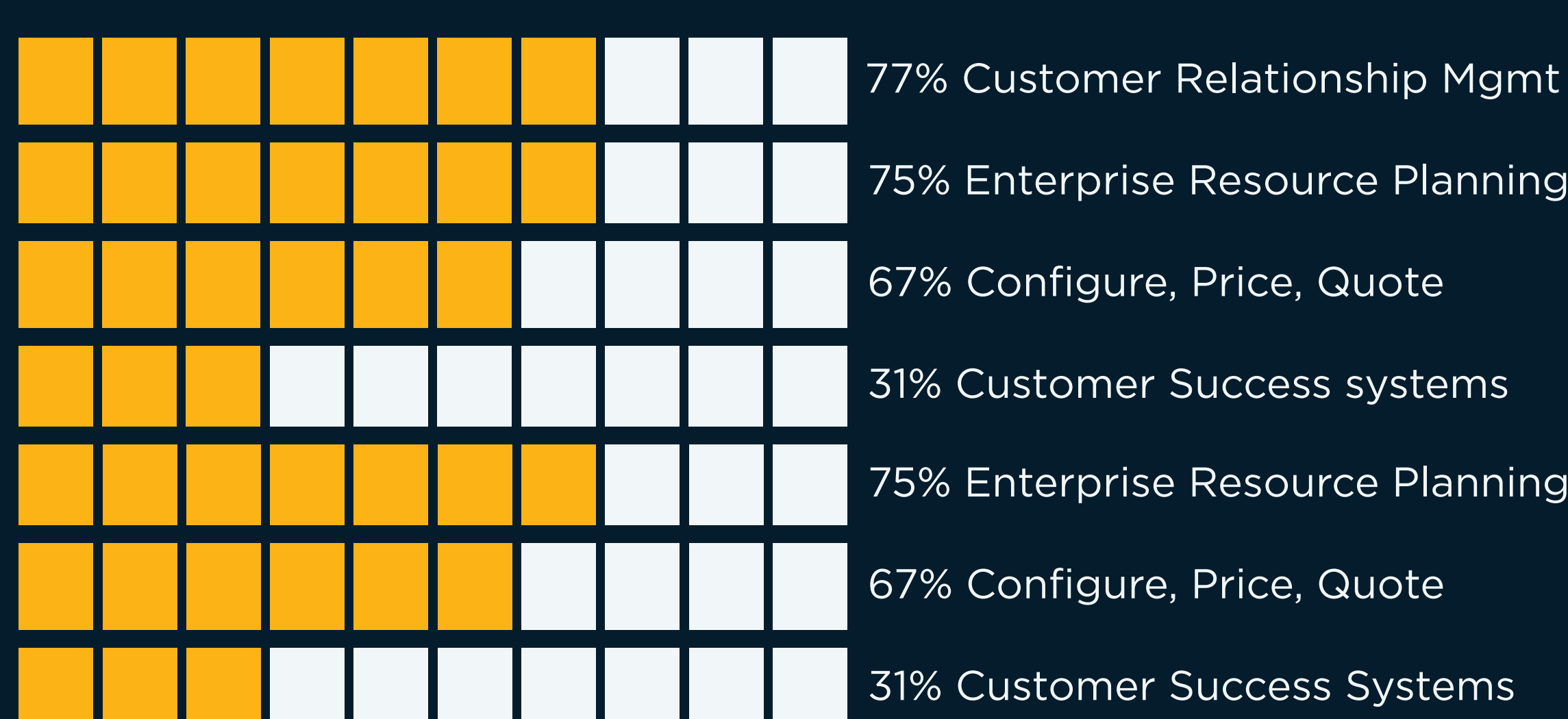
Processes improved



Systems invested in

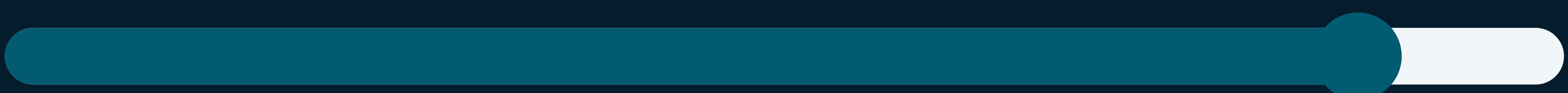


Organizations: Functions implemented

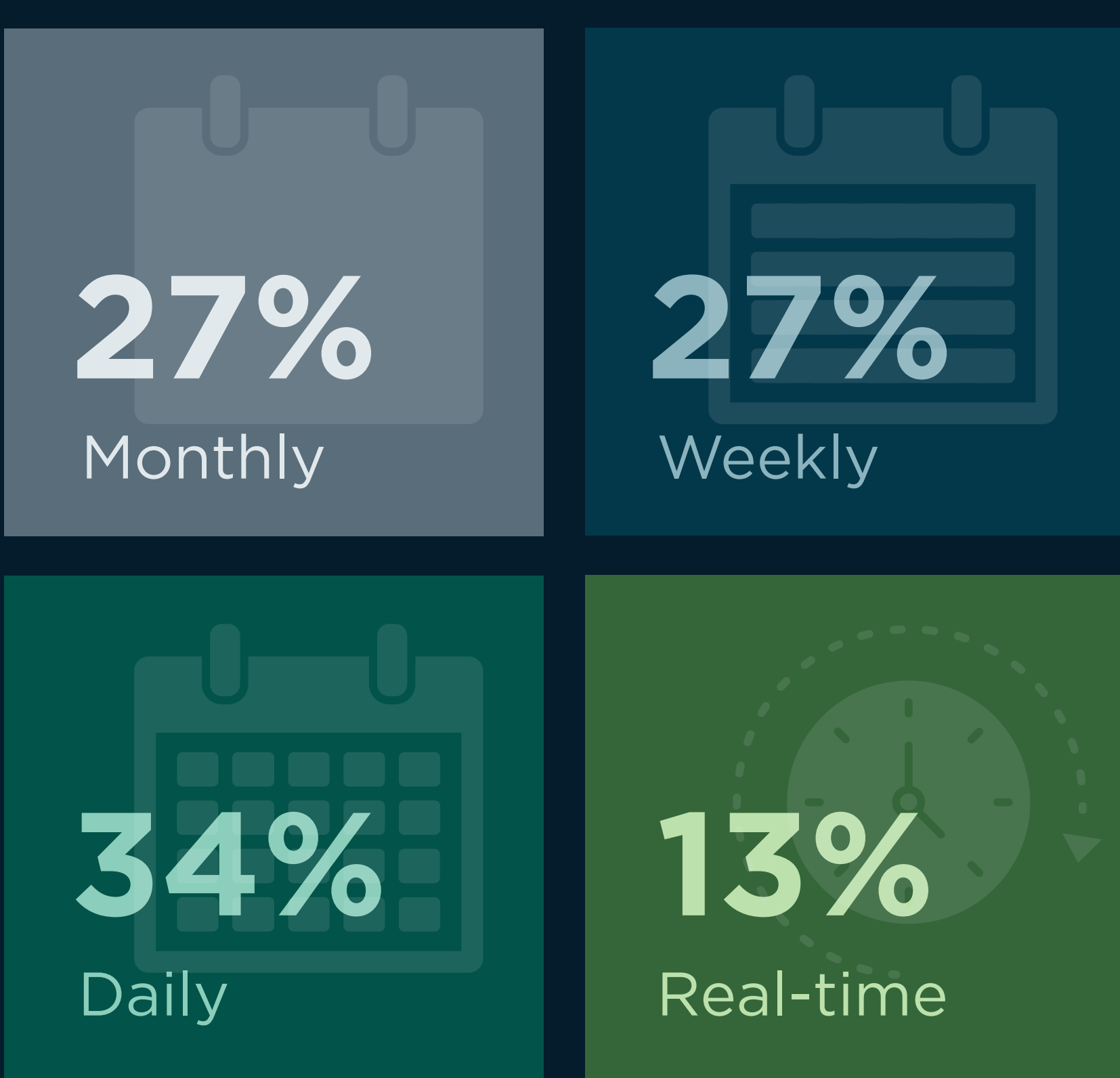


11% Other + 7% VP/Director of Sales Ops

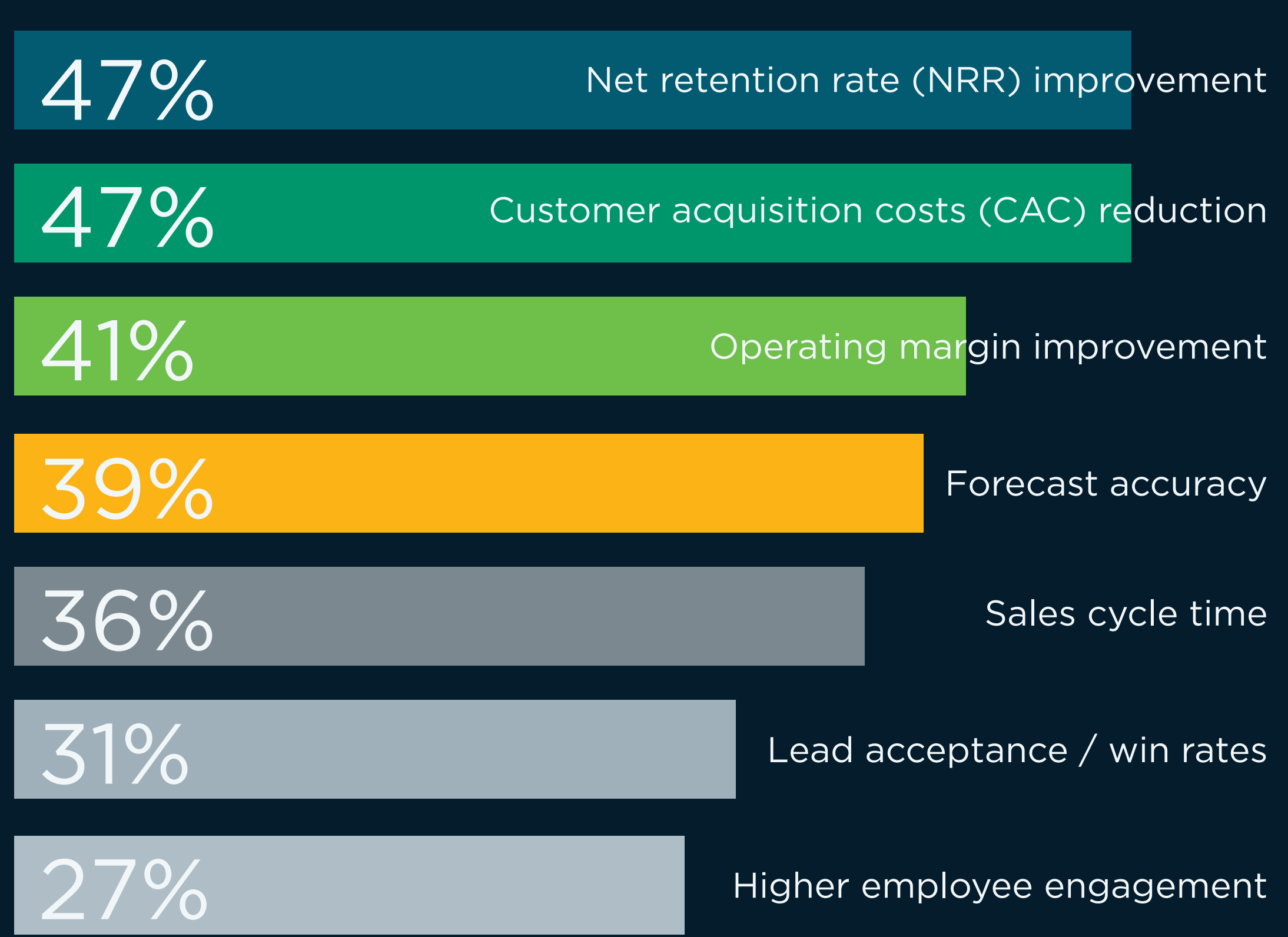
Respondents' Ability to Measure the Impact of RevOps Programs



Frequency of RevOps Metrics Reporting



Most Commonly Used Metrics



What's Next: Implementing RevOps Programs

Our research and vast experience shows that a holistic approach to RevOps--rather than a series of separate prioritizations of actions--is the most effective and scalable. This approach requires rigorous prioritization of projects based on where an organization is on its RevOps journey.

[TAKE QUIZ](#)

Here's a brief breakdown of next steps for organizations, depending on their RevOps maturity level. Where are you on your journey to RevOps maturity and what should you do?

<p>Low</p> <p>Prioritize a RevOps Transformation</p> <p>Establish common definitions of key performance indicators (KPIs) and invest in tools to measure those metrics</p> <p>Identify opportunities for quick wins and execute the required process improvements</p> <p>Evaluate the end-to-end RevOps tech stack and develop a roadmap for basic integrations</p> <p>Develop cross-functional governance councils to share info and integrate RevOps workflows</p>	<p>Medium</p> <p>Continue on Your RevOps Transformation</p> <p>Validate consistent interpretation of KPIs</p> <p>Identify end-to-end opportunities for improved process coordination among RevOps teams</p> <p>Build integrations between RevOps systems that enable automated, end-to-end data flows and reduce manual workarounds</p> <p>Remediate remaining systems and data gaps in your end-to-end RevOps tech stack</p>	<p>High</p> <p>Maintain Your Successful RevOps Transformation</p> <p>Regularly revalidate metrics and add new KPIs based on the evolution of your business</p> <p>Review new technologies and systems to continue improving your RevOps processes and tech stack</p> <p>Monitor processes through KPIs and continue adjusting to meet front-office/customer needs</p>
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