



Case Study

Armis Increases Agility And Performance Of Its Sales Team With Aviso's AI Forecasting And Deal Signals

Aviso AI has been partnering with Armis since 2021.



The Summary

In 2021, Armis embarked upon a project to streamline its sales business processes. As part of this transformation, there was a need for a tool that could do robust forecasting, deal management, and activity management. Armis and its divisions had a complex forecasting process, which was mainly done in spreadsheets by combining data from multiple sources including Salesforce, Excel, and other Adhoc reports. On top of that, the sales leadership's forecast needs were different from BU forecasting needs. Armis replaced Gong and Clari with Aviso for better accuracy with deal guidance and forecasting towards a unified revenue operations platform.



Founded in 2015 and HQed in Palo Alto, CA, Armis helps businesses discover and secure managed, unmanaged, and IoT devices, including medical devices and industrial control systems (ICS)



Challenges Faced

- 01 Inaccurate forecasting (by almost margin of 90% at times)
- 02 Lack of forecasting guidance or historical time-series data to support insights
- 03 Complex forecasting using spreadsheets
- 04 View of lagging indicators instead of leading indicators



Solutions Provided

01

Aviso insights with deal rooms, configured forecasting processes, and custom labels

02

Predictive forecasting (with 95% accuracy) based on data science-driven predictive modeling

03

Deal and pipeline insights



Benefits For Armis



“Single pane of glass” for real time insights across a hypergrowth startup business



Agility in the go-to-market process with analysis of incoming signals



Consolidated tools and forecasting process across teams, segments, and products



Seamless bi-directional integration with Salesforce CRM



Increased accuracy for predictions and financial planning



Key Users

- C-Level Leadership
- Sales Managers
- Revenue Operations
- Field and Virtual Sales Reps



Trevor and the team are pioneering the vision of a true unified sales and revenue operations platform. Aviso AI is the only platform that can truly say they are an AI-based GTM compass.



Jason Mead

**VP, Global Revenue Operations,
Armis**



About Aviso

Aviso's AI has generated over 350 billion insights, analyzed \$400B in the pipeline, and helped customers win \$164B in deals across customers. By using Aviso, sales teams close 20% more deals with 98%+ accuracy and can reduce CRM cost burden by up to 30%. Aviso is backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and leading Silicon Valley and global technology investors.



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