aviso

DataStax Reduced Its Technology Stack By Choosing Aviso's Integrated RevOps Platform

Aviso AI has been DataStax's preferred revenue operations partner since 2020.

The Summary

As a category leader in real-time data for AI applications, DataStax was looking to continue its aggressive growth. Their incumbent tool and CRM systems were unable to handle the rapid evolution of the company through its expansion via new product lines, geographies, and customers. Aviso provided DataStax with a single pane of glass RevOps and intelligence platform with adjacent capabilities for growing expansion needs and worked as an always-on success partner to get smarter on the technology.

Challenges Faced

01 Complex forecasting needs with the rapidly growing business

02 Struggle to scale team management and improve visibility while managing spend & rep burden

DATASTAX

Founded in 2010, DataStax is a real-time data company offering a cloud database-as-a-service based on Apache Cassandra.

Solutions Provided

01 Deal-level forecasting by product line as well as by rep with complex split amounts visualization

02 Scalable platform for teams, products, and geographies' growth with custom hierarchies

03 Integrated capabilities such as sales coaching, activity tracking, conversation insights

Benefits For DataStax

- Cost savings with the integrated RevOps solution significantly reducing the need for point solutions

- Increased sales productivity with the platform's feature to write back key fields in Salesforce and focused efforts on key selling activities

- Highly accurate sales forecasting to support new business acquisition and renewal process in single instance

Key Users

- C-Level Leadership
- Sales Managers
- Field Sales Reps
- Virtual Sales Reps

> "
> Aviso's platform elements really help from an investment perspective. If the CFO asks to reduce spend, I can reduce [point solutions] from 20 to 10 to get an integrated functionality. When you get a partner with that kind of roadmap and mindset, that value proposition always wins. And that's what helps Aviso to bring more value to customers.
>
> **Harry Ault**
> **CRO, DataStax**

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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