

## Case Study

# Mural Chose Aviso Over A Leading Revenue Technology For AI-Driven Deal Forecasting and Revenue Intelligence

Aviso AI has been Mural's preferred partner for revenue operations and management since 2022.



### The Summary

Mural was struggling with their previous RevOps point solution due to inequitable value exchange. The lack of flexibility in administration and the assignment issues with multi-opportunity accounts led to inefficiency and bad user experience.

With Aviso, Mural received flexibility via a single pane view across all SFDC accounts with multiple opportunities, owners and uniform AI-powered forecasting for sellers, support and GTM teams.



### Challenges Faced

- 01 Manual forecasting with spreadsheets causing inaccuracies
- 02 Strict reliance on the vendor team to change or adjust any field values
- 03 Activity tracking only by domain causing assignment issues for accounts with multiple opportunities



Founded in 2011, Mural is a \$5 billion leading collaborative intelligence company, with users worldwide leveraging their digital whiteboard collaboration space to work together in real-time or asynchronously.



## Solutions Provided

01

Automated deal-level forecasting with the ability to see commit, most likely and best case scenarios and to pivot based on custom hierarchies

02

Aviso certification program with qualified hand-off of admin rights for user management

03

Account alignment to track multiple opportunities tied to single account



## Benefits For Mural



Executive leaders observe reduction in OpEx with equitable value exchange



Reps conduct accurate deal forecasting and prioritization without spreadsheets



Sales leaders and managers gain revenue predictions based on internal and external factors affecting usage



RevOps team gets a single pane view across multiple opportunity accounts



## Key Users

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



This has been the best and **smoothest onboarding** I have had with a technology partner in a long time.



The Aviso team always asks questions a layer deeper to understand the problem we are after and then offers AI solutions. The deal forecasting capability we have unlocked with Aviso enables us to look toward the end of the fiscal, get tighter on our predictability, and understand what levers we must pull.

**Keith Jones**  
GTM Leader, Mural



## 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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