



## Aviso Enabled Seagate With A “Single Pane Of Glass” Analytics And Insights For Every Opportunity In The Pipeline

Aviso AI has been partnering with Seagate since 2020.



### The Summary

Seagate Technology served large customers through OEM and channel distribution and was looking to augment it with a subscription model. Also, Seagate wanted to consolidate its forecasting processes across teams and business segments, use deal rooms to collaborate with internal and external stakeholders, and benefit from seamless bi-directional integration with Salesforce. Seagate’s sales teams lacked experience in the subscription business model, and Aviso helped them with the ability to identify leading indicators and deal stages where their reps are struggling.



### Challenges Faced

- 01 Lack of experience in service or subscription business model
- 02 Unable to quickly move large volumes of data in revenue cycle with customers
- 03 Insufficient customer facing and user sales org that interacts directly with customers within GTM



Founded in 1978, Seagate produces data storage and management solutions. Headquartered in Fremont, CA, the company has 40,000+ employees globally



## Solutions Provided

- 01 Predictive forecasting dashboards
- 02 Opportunity maps and insights into who the sales reps are talking to in deal cycles
- 03 Activity and relationship intelligence to track actual rep activity and engagement
- 04 Deal intelligence to track deal progress and sales rep behavior
- 05 Conversational intelligence insights



## Key Users

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



## Benefits For Seagate

- ✓ Clear view of the business and activity ownership across sales and GTM teams
- ✓ Ability to identify leading indicators and deal stages where reps are struggling
- ✓ Precise pipeline tracking with forecasting insights based on sales hierarchies
- ✓ Better management of forecasting and reduction of update time for reps with CRM auto-population in salesforce



Well, my advice would be to find a tool that works to support your business. And, in our case, that was Aviso. So Aviso makes it simple and easy for us to properly forecast, predict and inspect our business.



**Jeff Bogacz**  
VP of Global Sales, Seagate



## 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.



**aviso**