

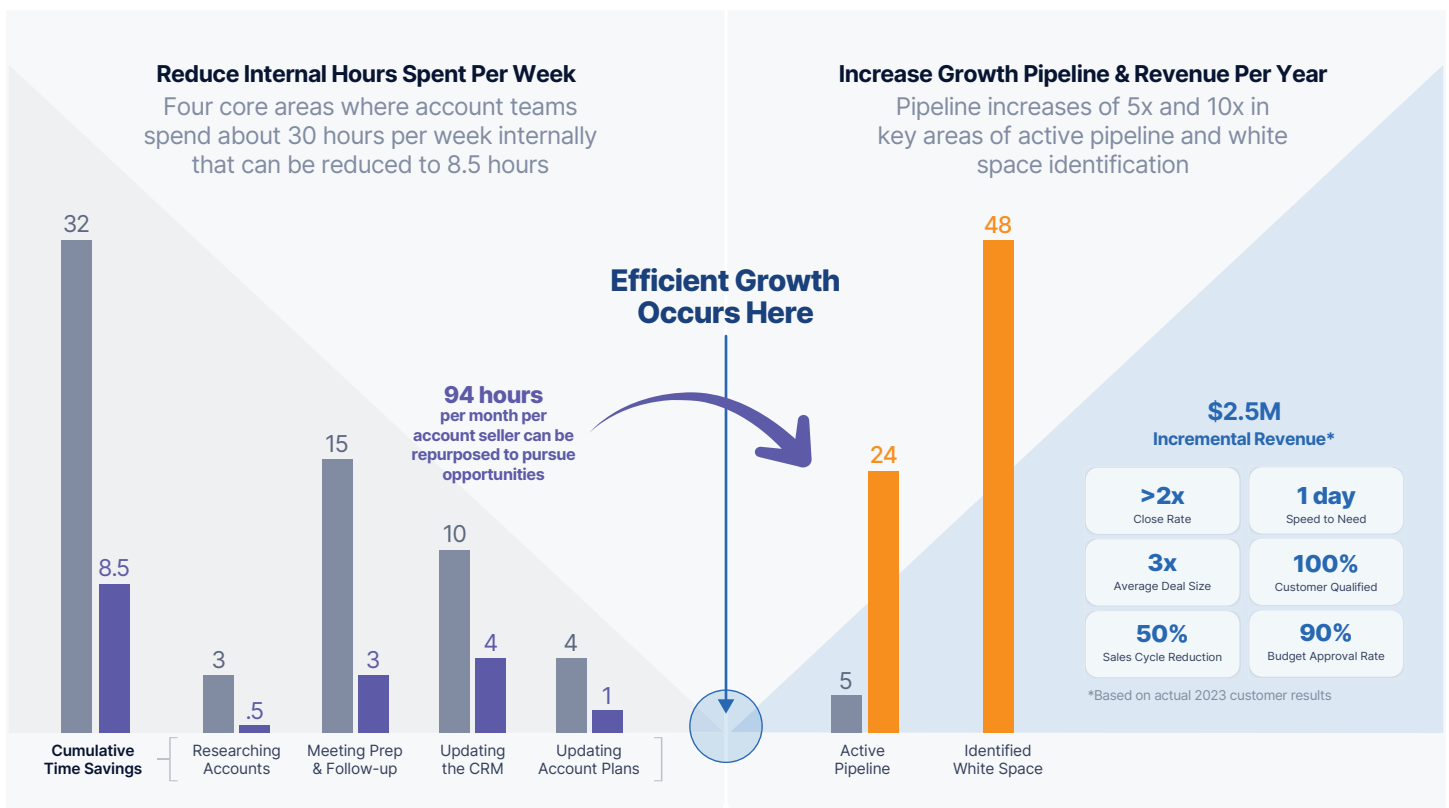
FORTUNE 1000 COMPANY

Moneyball Report

Introduction

Polaris I/O customers who leverage Pipeline as a Service receive a high return on investment and fast payback through a combination of account team productivity gains, increased pipeline, and revenue tied to strategic customer-driven growth opportunities, as illustrated below.

ACHIEVE OPTIMAL EFFICIENT GROWTH YIELD



The Moneyball Report summarizes and projects a client's ROI across several key areas, tied to their initial activation accounts (see page 4 for a summary of the calculations). Customers receive this report during the initial activation period to assess the volume of accounts and timelines for phased activation of

additional accounts, given the higher performing impacts of Pipeline as a Service. This view helps account sales and marketing teams align and allocate budgets to support high yield enterprise account growth and determine the optimal level of investment for Pipeline as a Service as well as funding sources.

Pipeline as a Service for enterprise accounts provides a very high return on investment compared to existing sales and marketing investments.

TYPICAL RETURN ON INVESTMENT BY CATEGORY



Pipeline as a Service

cumulative annual rate of return increases significantly when additional accounts are activated.

CUMULATIVE ANNUALIZED ROI SUMMARY

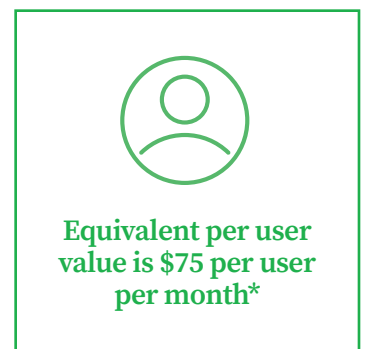
GAIN	
Cost savings	\$16.9M
Net profit on growth revenue	\$125.0M
Return	\$141.9M

COST	
Subscription cost	\$0.8M

Based on 100 accounts



118x cumulative annual rate of return for initial accounts



*Pipeline as a service is offered to unlimited users

See additional benefits on page 8

Account teams gain 94 hours per month back, resulting in \$169k in savings per team annually.

ACCOUNT TEAM PRODUCTIVITY ANALYSIS

Reduced research hours	\$1.8M <i>12,000 hrs*</i>
Reduced meeting prep and follow-up	\$8.6M <i>57,600 hrs*</i>
Reduced CRM updates for pipeline / contacts	\$4.3M <i>28,800 hrs*</i>
Reduced account plan / white space updates	\$2.2M <i>14,400 hrs*</i>
Total productivity ROI	\$16.9M

\$16.9M
TOTAL
PRODUCTIVITY
ROI


Equivalent of 61
headcount saved*

**based on 40 hours for 48 weeks per year*

* Savings per team. Average team is 4 people. \$150/hr. cost basis used in calculation. Based on 100 accounts

High-quality relevant pipeline volume increases by \$30M per account across 80 expansion areas.

PIPELINE AND EXPANSION ANALYSIS

Pipeline quantity buying center / playbook	6,000+ <i>min. annually (avg 4 per wk/account)</i>
Pipeline quality buying center / playbook	100% <i>avg 15% of all search results</i>
Account coverage and white space assessment	800 <i>expansion areas</i>
Executive relationship and contact coverage	15,000 <i>new exec buyers</i>
Total	\$3B <i>new pipeline</i>

Based on 100 accounts

\$3B

TOTAL IN NEW HIGH QUALITY PIPELINE ANNUALLY



Based on volume of 60 opportunities per account and average of \$500k per opportunity

Growth revenue increase of \$2.5M in 8 months per account. Plus, 2x close rate, 3x deal size, and 50% sales cycle decrease.

NEW ANNUAL REVENUE GROWTH ANALYSIS

Expected revenue growth impact	\$250M <i>annual growth year one</i>
Expected deal size impact	\$0.5M <i>average deal size inc. (3x)</i>
Expected close rate impact	100% <i>increase in close rate (2x)</i>
Expected sales cycle impact	50% <i>reduction in cycle time</i>
Total net profit	\$125M

Based on 100 accounts

\$125M
TOTAL REVENUE ROI



\$250M in new revenue projected on 100 accounts in year 1

Other benefits include reduced account team burnout and turnover, increased CRM accuracy, and pipeline reliability

Account seller benefits

- Reduced account seller burnout
- Reduced turnover
- Reduced replacement cost
- Reduced onboarding time
- Improved team collaboration

\$0.4M

REDUCED
REPLACEMENT
COST (8 STAFF)

\$0.7M

REDUCED
ONBOARDING
TIME (40 STAFF)

CRM Enrichment Benefits

- Increased contact coverage
- Increased contact quality
- Increased pipeline quality
- Buyer network visualization
- Deep dive dossiers

40K

INCREASE
CONTACTS

50%

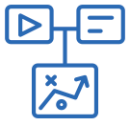
INCREASE DATA
QUALITY

Executive Benefits

- Increased pipeline inspect-ability
- Increased forecast reliability
- Reduced sales meeting time
- Increased revenue per headcount
- Reduced recruiting / training costs

Pipeline as a Service for enterprise accounts provides a very high return on investment compared to other sales and marketing investments

TYPICAL CLIENT FUNDING SOURCES FOR SALES AND MARKETING BUDGETS



Existing lead gen budgets

Marketing benefits from account specific research including rich white space analysis and collaboration with sales on messaging that aligns with customer needs and patterns.



Future hires or resignations

Significant productivity gains span multiple roles but just 1-2 account seller headcount funds Pipeline as a Service for a hundred accounts.



Other subscription services not needed / used

Other research subscriptions such as LinkedIn Navigator, Hoovers, ZoomInfo, and paid publications are often over subscribed and not being used by account sellers.



Existing travel / event budget overage

Travel budgets provide another area that revenue leaders tap to invest in insights that drive more valuable sales conversations and meetings in the first place.

Connect with us

Learn how to gather intelligence, improve collaboration in deal processes, and streamline customer communications to boost pipelines and revenue.

Learn more about Polaris I/O for Enterprise Sales Leaders

polarisio.com

Stay connected to the latest insights



The data

Productivity

Number of accounts	00	SDRs per team	00
Average team size	00	Accounts per team	00
Sellers per team	00		

	Today	vs	Polaris I/O
Time spent on research per seller per week	00		00
Time spent on meeting prep / follow-up per seller per week	00		00
Time spent on updating plans per seller per week	00		00
Time spent on updating CRM per seller per week	00		00
Cost per hour	00		00
Replacement cost for new seller	00		00
Number of new account team hires per year	00		00

Pipeline expansion

Number of opportunities in CRM	00	Number of additional services	00
Average deal size	00	Number of countries	00
Number of buying centers	00	Average growth rate per account	00
Number of playbooks	00		

	Today	vs	Polaris I/O
What is the average revenue per account?	00		00
What is the average deal size?	00		00
What is the average sales cycle?	00		00
What is the average close rate?	00		00