VERTIFY CUSTOMER STORIES:

SR Global - Worlds largest event promoter had a data flow and analytics dilemma.

In early 2015, SR Global posed a question: We have registrant and attendee data from our Learning and Education events in multiple different systems, and multiple departments across the globe need to see and take action on that data; how do we first integrate our tech stack and eliminate data silos across teams? Then, how do we glean insights from that data?

Revenue Operations Intelligence is the answer...

Instead of IT having to do manual data pulls and uploads of that data into the various systems, business users should be able to automate that process. This provides time back during busy days and control of data, allowing for proper data hygiene. This has a direct impact on the business because it affects its clients and a business's greatest expense: its people.

Welcome relief from Vertify

Then they found Vertify, the leading revenue operations intelligence platform for automating the connection of data and breaking down data barriers across teams. There was no need to involve IT in a process that the business users needed to own. And, Vertify made it easy to connect finance, sales, marketing, and services teams to receive the insights they needed without the addition of another system that they needed to tap into. Vertify's annual subscription and quick time to value would allow them to reduce spend and increase productivity.

How it works

Working with Vertify, they first connected their CRM (SalesForce), their ERP system (NetSuite), their Marketing Automation System (Marketo), as well as a home grown system using CSV file extractions. The connection of these systems automated the flow of accurate and mission-critical event registrant and attendee data across different lines of business.

Before, sales operations teams were manually delivering reports to the fulfillment, accounting, and marketing teams once a week with help from IT. With Vertify, SR Global automated this process and were now delivering data in real-time. By implementing data automation with Vertify it has empowered them to now work with Vertify to better understand marketing's impact on revenue by extending into Vertify's RevOptics Analytics solution.

> " After finding initial success with Vertify to integrate and better manage the data flowing between our MAP and CRM, we are expanding into the future of revenue analytics with the evolution of their platform. We are excited about the evolution and investment in the Vertify platform.
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> - Craig Thompson, Head of Business Analytics | SRGlobal

The bottom line

Through the connection, visualization, and guaranteed delivery of this valuable data, all teams had up-to-date, accurate, clean data for their event registrants and attendees. In addition, their internal teams were able to regain hours back by eliminating the need for data extractions, cleaning, data transformation, and data uploading. Stay tuned for more information regarding the value that RevOptics Analytics is playing in the SR Global success story.

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