

Insights & Analysis

LAST 50 GONG CALLS



TranscribeIQ

Key themes & analysis of the last 50 customer calls for Next Gen Analytics:

1. Data Integration and Validation:

- Snowflake is the most common data source mentioned by prospects, with 18 prospects discussing potential integration.
- Amazon Redshift is the second most common data source, mentioned by 11 prospects.
- Real-time data integration is a key requirement for 15 prospects, who emphasize the importance of up-to-date data for accurate analysis and decision-making.
- Concerns about data quality and consistency are raised in 12 calls, with prospects seeking assurances about Next Gen Analytics' ability to handle data validation and cleansing.
- Integration with CRM systems like Salesforce and HubSpot is discussed in 10 calls, with prospects looking to combine sales and marketing data with other sources for a holistic view of their business.
- Prospects in regulated industries, such as healthcare and financial services, mention compliance and security requirements in 8 calls, seeking information about Next Gen Analytics' data governance and privacy features.

2. Feature Interest and Use Cases:

- Predictive analytics and machine learning capabilities are the most frequently discussed features, with 32 prospects expressing interest in using Next Gen Analytics for demand forecasting, customer churn prediction, and other predictive use cases.
- Data visualization and dashboarding are mentioned in 28 calls, with prospects seeking to democratize data access and enable self-service analytics for business users.
- Customer segmentation and behavioral analysis are discussed in 24 calls, particularly by prospects in the retail, e-commerce, and consumer goods industries.
- Marketing campaign optimization is a key use case for 20 prospects, who are looking to improve targeting, personalization, and ROI measurement.
- Sales performance analytics, including pipeline tracking, forecasting, and rep productivity analysis, are mentioned in 18 calls by prospects looking to boost revenue growth and sales efficiency.
- Collaboration and data sharing features are discussed in 15 calls, with prospects seeking to break down data silos and foster cross-functional decision-making.

3. Prospect Sentiment and Feedback:

- Positive sentiment is expressed in 38 calls, with prospects using words like "impressed," "excited," and "promising" to describe their perception of Next Gen Analytics.
- The comprehensive and integrated nature of the platform is praised in 22 calls, with prospects appreciating the ability to combine data from multiple sources and perform diverse types of analysis.

- Ease of use and intuitive interface are mentioned as strengths in 18 calls, with prospects valuing the ability to quickly derive insights and take action without extensive technical skills.
- Neutral sentiment is expressed in 10 calls, with prospects using phrases like "interesting," "worth exploring," or "potentially valuable" to describe Next Gen Analytics.
- Concerns about the learning curve and time to value are raised in 6 calls, with prospects seeking assurances about the level of training and support provided during onboarding and adoption.
- Pricing and total cost of ownership are discussed as potential barriers in 4 calls, with prospects looking for flexible pricing models and clear ROI justification.

4. Competitive Landscape and Positioning:

- Tableau and Power BI are the most frequently mentioned competitors, with 20 prospects comparing Next Gen Analytics to these visualization-focused tools.
- Alteryx and Databricks are discussed as competitors in 12 calls, particularly among prospects interested in advanced analytics and data science capabilities.
- The ability to handle large-scale data processing and complex analytical workloads is mentioned as a key differentiator for Next Gen Analytics in 15 calls.
- Vertical-specific expertise and pre-built solutions are cited as strengths in 10 calls, with prospects valuing Next Gen Analytics' deep understanding of their industry's unique challenges and use cases.
- Customizability and flexibility are mentioned as advantages in 8 calls, with prospects appreciating the ability to tailor Next Gen Analytics to their specific data model, KPIs, and workflow requirements.

5. Buyer Persona and Decision-Making:

- The most common buyer personas mentioned are Chief Data Officers (15 calls), Chief Marketing Officers (12 calls), and Chief Financial Officers (10 calls), reflecting the cross-functional nature of analytics initiatives.
- Data scientists and analysts are mentioned as key influencers in the decision-making process in 18 calls, with prospects emphasizing the need to involve technical stakeholders in the evaluation and selection process.
- Business line leaders, such as heads of sales, marketing, and operations, are discussed as decision-makers in 12 calls, particularly in organizations with decentralized or domain-specific analytics teams.
- The need to build consensus and align multiple stakeholders is mentioned as a challenge in 10 calls, with prospects seeking guidance on how to navigate complex decision-making processes and build a compelling business case for Next Gen Analytics.

6. Next Steps and Sales Cycle:

- Requests for product demos and proof-of-concept projects are mentioned in 28 calls, with prospects expressing interest in seeing Next Gen Analytics in action and validating its value for their specific use cases.

- Pricing discussions and ROI analysis are mentioned in 22 calls, with prospects seeking to understand the costs and benefits of Next Gen Analytics relative to their current analytics spend and business goals.
- Reference customer calls and case studies are requested in 18 calls, with prospects looking to learn from the experiences of similar organizations and validate Next Gen Analytics' real-world impact.
- Procurement and legal review processes are discussed in 12 calls, with prospects outlining their vendor evaluation and contracting requirements.
- The typical sales cycle is estimated to range from 3 to 6 months in 20 calls, with prospects citing the need to involve multiple stakeholders, evaluate competitors, and secure budget approvals as key factors influencing the timeline.

7. Vertical-Specific Insights:

- Retail and e-commerce prospects, mentioned in 24 calls, prioritize use cases such as customer segmentation, demand forecasting, and marketing optimization, reflecting the importance of customer-centricity and omnichannel analytics in these industries.
- Financial services prospects, discussed in 18 calls, focus on risk analytics, fraud detection, and regulatory compliance, highlighting the need for robust data governance and security features in this heavily regulated sector.
- Healthcare and life sciences prospects, mentioned in 12 calls, emphasize the importance of patient analytics, clinical trial optimization, and real-world evidence generation, reflecting the growing role of data-driven decision-making in improving patient outcomes and accelerating drug discovery.
- Manufacturing and supply chain prospects, discussed in 10 calls, prioritize use cases such as demand planning, inventory optimization, and predictive maintenance, underlining the need for end-to-end visibility and operational efficiency in these industries.
- Technology and SaaS prospects, mentioned in 8 calls, focus on user behavior analytics, product usage tracking, and subscription metrics, reflecting the importance of data-driven product development and customer success in this highly competitive sector.

8. Prospect Maturity and Readiness:

- Low maturity prospects, mentioned in 14 calls, are characterized by limited analytics experience, siloed data sources, and ad hoc reporting processes. These prospects often require more education and guidance to understand the value of advanced analytics and build a case for investment.
- Medium maturity prospects, discussed in 24 calls, have some experience with analytics tools and processes but lack a unified data architecture and struggle with data quality and governance issues. These prospects are looking to modernize their analytics stack and establish best practices for data management and analysis.
- High maturity prospects, mentioned in 12 calls, have a well-established analytics culture, mature data infrastructure, and experience with advanced techniques like machine learning and predictive modeling. These prospects are often looking

to push the boundaries of innovation and stay ahead of the curve in their analytics capabilities.

- Prospects with a clear analytics strategy and executive sponsorship are mentioned in 18 calls, reflecting the importance of aligning Next Gen Analytics with long-term business goals and securing buy-in from key decision-makers.
- Prospects with a dedicated analytics center of excellence or data science team are discussed in 12 calls, indicating a higher level of organizational readiness and potential for rapid adoption and value realization.

3 Distinct Ideal Customer Profile (ICP) segments for Next Gen Analytics:

Data-Driven Companies Characteristics:

- Enterprise-sized companies with annual revenue between \$500M and \$aB
- Primarily focused on retail industries
- Experiencing rapid growth and expanding into new markets, channels, or product lines
- Struggling with managing and analyzing large volumes of customer and transactional data from multiple sources
- Relying on spreadsheets or disparate systems for data analysis, leading to inefficiencies and data inconsistencies
- Looking to leverage advanced analytics and AI to gain insights, optimize operations, and personalize customer experiences
- Typically have a dedicated data analytics team of 5-20 members, with roles spanning data engineering, data science, and business intelligence
- Use Snowflake, AWS, or a similar cloud data platform for data storage and processing
- May have a customer data platform (CDP) or CRM system in place for customer data management
- Value a partner who can provide industry-specific analytics solutions, best practices, and guidance on data-driven decision-making

Technology-Focused Financial Services Firms Characteristics:

- Mid-sized to large financial services firms with annual revenue between \$100M and \$1B
- Focused on banking, insurance, lending, or investment management
- Embracing digital transformation and technology innovation to stay competitive
- Dealing with complex data architectures, legacy systems, and regulatory compliance requirements
- Facing challenges with data integration, quality, and governance across multiple business units and functions
- Seeking to improve risk management, fraud detection, and customer experience through advanced analytics
- Have a centralized data management and analytics team of 10-50 members, often with specialized roles and domain expertise
- Using a combination of on-premises and cloud-based systems for data storage, processing, and analysis

- Value a flexible and scalable analytics platform that can adapt to their unique data and compliance requirements
- Interested in leveraging machine learning and AI to automate processes, detect anomalies, and gain predictive insights

Data-Centric Healthcare and Life Sciences Organizations Characteristics:

- Fast-growing healthcare providers, payers, or life sciences companies with annual revenue between \$20M and \$200M
- Specializing in patient care, health insurance, medical devices, or pharmaceutical research and development
- Primarily focused on improving patient outcomes, reducing costs, and accelerating innovation through data-driven approaches
- Heavily focused on leveraging real-world evidence, clinical trial data, and patient-generated health data for insights
- Facing challenges with data silos, interoperability, and privacy compliance across multiple systems and stakeholders
- Looking to optimize their clinical, operational, and financial performance through advanced analytics and AI
- Have a lean data analytics team of 2-10 members, often collaborating with clinical, research, and IT teams
- Using a mix of industry-specific systems (e.g., EHR, LIMS, CTMS) and general-purpose analytics tools
- Relying on a combination of in-house and outsourced data management and analytics capabilities
- Value a user-friendly and compliant analytics solution that can be quickly adopted and scaled across the organization
- Seeking a partner who can provide guidance on best practices for healthcare analytics, interoperability, and data governance

Other data points to consider:

- Geographic location: Predominantly based in North America and Europe, with a growing presence in Asia-Pacific
- Technology stack: Often using a mix of cloud and on-premises systems, with a focus on open and interoperable platforms
- Growth stage: Typically Series B to Series D, and earlier stage public companies with a focus on scaling their data capabilities and driving business value through analytics
- Organizational structure: Often have a centralized data management and analytics function, with dotted lines to business units and IT
- Brand positioning: Emphasize trust, innovation, and domain expertise as key brand values
- Buyer personas: Primarily targeting Chief Data Officers, Chief Analytics Officers, and other senior data and analytics leaders

Actionable insights & recommendations for each key area for Next Gen Analytics:

Data Integration and Validation:

- Develop a comprehensive data integration guide tailored for prospects, highlighting the benefits, common challenges, and best practices for integrating Next Gen Analytics with their existing data sources. This guide should be used during the sales process to address potential concerns and demonstrate the ease of integration.
- Create a library of case studies and success stories that showcase how Next Gen Analytics has helped customers overcome data integration challenges and achieve tangible business results. Use these stories during sales conversations to build trust and credibility with prospects.
- Establish a dedicated data integration and validation team to support the sales process. This team should work closely with prospects to assess their data landscape, identify potential integration challenges, and provide guidance on best practices and solutions.
- Develop a data integration and validation assessment tool that sales teams can use to quickly evaluate a prospect's data readiness and identify areas for improvement. Use this tool to tailor the sales approach and propose targeted solutions that address the prospect's specific needs.

Feature Interest and Use Cases:

- Create a series of product demos and tutorials that highlight the key features and benefits of each Next Gen Analytics module, with a focus on InsightExplorer, PredictivePulse, and SegmentDrill. These resources should be used during the sales process to showcase the value and potential impact of the platform.
- Develop a set of industry-specific use cases and ROI calculators that demonstrate how Next Gen Analytics can help prospects achieve their business objectives. Use these tools during sales conversations to quantify the potential value and return on investment of adopting the platform.
- Establish a sales enablement program that equips sales teams with the knowledge, skills, and resources needed to effectively position and sell Next Gen Analytics. This program should include training on product features, industry trends, competitive landscape, and sales best practices.
- Analyze usage patterns and adoption trends across the prospect base to identify common barriers to adoption and develop targeted strategies to overcome them. Use these insights to refine the sales approach and propose solutions that address the prospect's specific concerns and challenges.

Prospect Sentiment and Feedback:

- Establish a formal process for capturing and analyzing prospect sentiment and feedback across all sales interactions (e.g., calls, emails, meetings). Use sentiment analysis tools and techniques to quantify positive, neutral, and negative sentiment over time.

- Create a centralized feedback repository that consolidates prospect questions, objections, and concerns from sales conversations. Regularly review and prioritize this feedback to inform product development, marketing, and sales strategies.
- Develop a prospect scoring model that incorporates sentiment and feedback as key metrics alongside other factors like company size, industry, and sales stage. Use this model to prioritize sales efforts and tailor the approach based on the prospect's specific needs and concerns.
- Establish a secret shopper effort composed of a diverse group of potential customers across verticals, company sizes, and maturity levels. Engage this annually to gather feedback on product direction, market trends, and competitive landscape.

Buyer Persona and Decision Making:

- Develop a sales playbook that outlines key indicators, selling points, and objection handling techniques for each stage of the sales process. Train the sales teams on how to identify and act on these indicators to increase conversion rates and deal sizes.
- Create a standardized process for tracking and reporting on pipeline metrics, including lead generation, conversion rates, deal sizes, and sales cycle length. Use a CRM or similar tool to capture key information and monitor progress over time.
- Establish a dedicated sales operations team focused on optimizing the sales process, identifying growth opportunities, and providing strategic guidance to the sales teams. This team should work closely with marketing, product, and customer success to ensure alignment and maximize revenue potential.
- Develop a series of upsell and cross-sell playbooks that highlight the value of additional modules, user licenses, and professional services. Tailor these playbooks to specific prospect segments based on their industry, company size, and maturity level.
- Create a referral and advocacy program that incentivizes prospects and customers to recommend Next Gen Analytics to their peers and colleagues. Use this program to generate high-quality leads, build brand awareness, and expand market reach.

Vertical-Specific Insights:

- Develop vertical-specific value propositions and messaging that highlight how Next Gen Analytics can address the unique needs and challenges of each industry. These materials should be used during the sales process to demonstrate industry expertise and tailor the approach to the prospect's specific context.
- Create a library of vertical-specific case studies, white papers, and thought leadership content that showcases Next Gen Analytics' industry knowledge and success stories. Use these resources to build credibility, generate demand, and position Next Gen Analytics as a trusted partner in each vertical.
- Establish vertical-specific sales teams or industry specialists who deeply understand each industry's unique needs, challenges, and trends. These teams should be responsible for developing and executing vertical-specific sales strategies and building relationships with key decision-makers and influencers.

- Develop vertical-specific product demos, ROI calculators, and assessment tools that highlight the value and potential impact of Next Gen Analytics for each industry. Use these tools during the sales process to quantify the benefits and differentiate Next Gen Analytics from competitors.
- Create vertical-specific partnerships and alliances with industry associations, thought leaders, and complementary solution providers. Leverage these relationships to generate leads, build brand awareness, and expand market reach within each vertical.

Prospect Maturity and Benchmarking:

- Develop a prospect maturity model that outlines the key stages of analytics maturity, from basic reporting to advanced, predictive analytics. Use this model to assess each prospect's current maturity level and tailor the sales approach accordingly.
- Create a set of maturity-based value propositions and messaging that highlight how Next Gen Analytics can help prospects progress from one stage to the next. Use these materials during the sales process to demonstrate the long-term value and growth potential of the platform.
- Develop a benchmarking tool that allows prospects to compare their performance and maturity against industry peers. Use this tool during the sales process to identify areas for improvement and showcase the value of Next Gen Analytics in driving business outcomes.
- Establish a best practice library that includes guides, templates, and case studies for each maturity stage. Use this library during the sales process to educate prospects on what "good" looks like at each stage and provide practical guidance on how to achieve it.
- Create a maturity-based sales playbook that outlines the key questions, objections, and selling points for each maturity stage. Use this playbook to guide sales conversations, set expectations, and demonstrate the value of Next Gen Analytics at each stage of the prospect's journey.

In summary, the analysis of the last 50 sales prospect calls for Next Gen Analytics reveals a diverse range of data sources, use cases, and buyer personas across different industries and maturity levels. Prospects are seeking a comprehensive and user-friendly platform that can help them integrate data from multiple sources, derive actionable insights, and drive better business outcomes. Key priorities include predictive analytics, data visualization, and customer-centric use cases, reflecting the growing importance of data-driven decision-making in today's business landscape.

To capitalize on these opportunities and accelerate the sales cycle, Next Gen Analytics should focus on developing targeted value propositions and solution offerings for each key industry and buyer persona, backed by strong technical capabilities and customer success resources. Building a robust pipeline of reference customers and case studies, along with flexible pricing and deployment options, will be critical to overcoming potential objections and demonstrating the tangible value of Next Gen Analytics in driving business impact.