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ARMIS ACHIEVES

**\$3.5 million in
Annual Cost Savings**

Implementing Provarity's Data-First
PreSales Solution

Overview

Armis is a Cybersecurity company offering the market-leading assets intelligence platform designed to address the new threat landscape connected devices create.

The privately held company serves 40 Fortune 100 companies and has customers from across all industries, verticals and segments, including governments, state, local, education (SLED), health care, critical infrastructure providers (CIP), retail, manufacturing, smart cities, transport, and energy.

Key Outcomes



\$3.5 Million

Projected total cost savings



39X

Annual ROI



30%

Reduction in POV cycle time



70%

Technical win rate



40%

Improvement in SE to salesperson ratio

Challenge

The Cybersecurity industry is growing in size and complexity with the emergence of cloud infrastructures, eCommerce platforms, artificial intelligence (AI) and other internet technologies. In a technical market with many niche competitors, Armis must do Proof-of Concept (POCs) or Proof-of-Value (POVs) as a part of its sales process.

Unfortunately, Armis struggled with visibility into the pre-sale process. And like many organizations, they relied heavily on the CRM to track pre-sales activities but found the CRM lacked the real-time insights and the data needed to manage the POC/POV process optimally.



We found our CRM wasn't sufficient to address our needs with tracking pre-sales activities, including POC/ POVs, and we needed real-time tracking of win/loss reasons and ratios to address product and process improvements."

Steve Poeppe
SVP Solution Strategy

In need of better visibility into the entire pre-sales process and data-driven insights to help drive performance, Armis partnered with Provarity.

Results

The first level of optimizations focused on defining the sales process, reducing POV cycle time, getting the sales team to communicate and managing the process and new hire ramp-up.

\$3.5 Million Projected Cost Savings

The results were significant, with a \$3.5 million total cost savings due to simultaneously reducing cycle time, improving win rates, increasing SE to Salesperson ratio and reducing the new hire ramp up.

Gained Visibility into "Real" Technical Win Rate

The lack of infrastructure for sales engineering made it hard for Armis to accurately assess its technical win rate.

While the win rate improved with the implementation of Provarity, the real insight was learning the "real" number at a macro level. Armis has established a baseline of 70% and can now start optimizing and identifying gaps.



Provarity gives us the ability to know our technical win rate and we didn't know that before."

Chris Duplantis
VP Sales Engineering

Reduced POV Cycle Time by 30%

Provarity's collaborative workspace and automated workflows helped accelerate Armis sales motion and mitigate the opportunity cost of wasted time on unqualified opportunities. As a result, Armis reduced the POV cycle time by 30%.

New Hire Ramp Up Decreased by 50%



Provarity demystifies the POV process for a new hire, and that has been a huge benefit to us as far as onboarding new sales engineers."

The onboarding of a new SE hire relied on “the buddy system,” but implementing Provarity forced Armis to look into the process and required documentation throughout every step of the POV. As a result, the new hire ramp-up time decreased by 50%.

Improved SE to Salesperson Ratio by 40%

Armis saw a 40% increase in productivity and improved their SE to salesperson ratio, moving from 1.2: 1 to 2:1. This data has allowed Armis to make real business decisions and hire based on sales engineers’ increased productivity.

Armis Gains Complete Picture of Pre-Sales Process



The business value is crystal clear. Provarity’s collaborative selling environment has revolutionized our sales motion. The result has been a 30% decrease in POV cycle time, reduced customer acquisition cost, and substantially increased technical win rates.”

Provarity’s pre-sales intelligence and data-driven insights have allowed Armis to gain a complete picture of the evaluation phase and tune the POV process and the entire process of how Armis runs opportunities.

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