ARMIS
CASE STUDY

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.

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CHALLENGE

The Cybersecurity industry is growing in size and complexity with the emergence of cloud infrastructures, eCommerce platforms, (AI) and other internet technologies. In a technical market with many niche competitors, Armis must complete POC's as a part of its sales process.

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

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RESULTS

The first level of optimizations focused on defining the technical evaluation process, reducing POV cycle time, and getting the sales team to properly forecast their POV's.

$3.5 MILLION

Project Cost Savings

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

30%
Reduced POV Cycle Time

70%
Decrease in New Hire Ramp Up

Provarity's collaborative workspace and automated workflows enabled Armis to streamline their sales motion, reducing time spent on unqualified opportunities and minimizing opportunity costs. This efficiency led to a 30% reduction in their POV cycle time.

By simplifying the POV process, Provarity has significantly improved onboarding for new sales engineers. Previously reliant on a "buddy system," the implementation of Provarity required Armis to formalize processes and document each step of the POV. As a result, new sales engineer ramp-up time was cut by 50%.

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RESULTS

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" win rate number at a macro level. Armis has now established a baseline win rate of 70% and can now start optimizing and identifying gaps.

New Technical Win Rate (per quarter)

70%
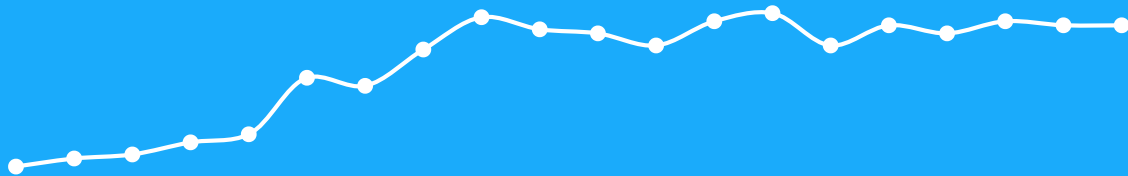
New Technical Win Rate Average

40%

Improved SE to Salesperson Ratio

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.

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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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CONTACT OUR CREW

📞 833.287.1200

✉️ sales@provarity.ai

🌐 www.provarity.ai

facebook.com/provarity

linkedin.com/company/provarity

youtube.com/@provarity

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