

# Interpreting The Forrester Wave™: Revenue Operations & Intelligence

BoostUp is named a “Strong Performer” in The Forrester Wave. A huge accomplishment as the youngest vendor evaluated.

[Download the report](#)



## What is Revenue Operations & Intelligence (RO&I)

Forrester defines Revenue Operations & Intelligence solutions as “Technologies that leverage buyer signals and interactions to product insights that allow go-to-market functions to continuously improve execution performance and optimize the revenue engine across multiple areas: engagement and productivity, revenue cadence and forecasting, and the overall optimization of the revenue engine itself.” [BoostUp’s view →](#)

## Why RO&I is Critical For Modern Digital Sales Teams and Revenue Leadership

In the report, Forrester shares their 2021 B2B Buying Survey findings, which reveals a massive shift toward digital selling. This shift has made it imperative to have comprehensive insight into buyer relationships and engagement activity and to use this intelligence and insight to improve the buying experience and optimize revenue engine performance.

## Interpreting the Forrester RO&I Wave:

The Forrester Wave:™ Revenue Operations and Intelligence, Q1 2022, was narrowed down from 26 vendors covered in the Forrester Now Tech report released in October 2021 to the **14 most significant vendors**. Forrester developed 28 criterion to evaluate the chosen RO&I providers, researched, analyzed and scored them based on “current offering” and “product vision”.

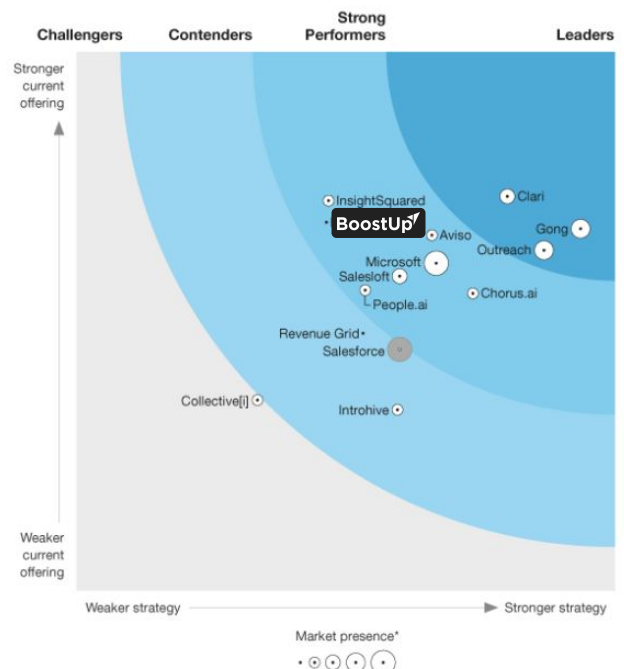
### Current Offering:

Of the 14 vendors covered, **BoostUp ranked in the top 3 for strength of current offering.**

**BoostUp received the highest possible scores across 7 core criteria:**

- Interactions and transactions captured
- Buyer engagement insights
- Pipeline insights
- Pipeline management
- Forecasting insights
- Forecasting configuration
- Forecasting process

*“BoostUp is a good fit for organizations looking for strong core RO&I features from a collaborative and nimble vendor.” –Forrester*



## Current Offering: (Cont)

**BoostUp was the only vendor who ranked a 5, the highest score given, for range of interactions and transactions captured.**

	Forrester's weighting	Aviso	BoostUp	Chorus.ai	Clari	CollectiveLift	Gong	InsightSquared
Current offering	50%	3.30	3.42	2.76	3.66	1.77	3.35	3.62
Interactions and transactions captured	6%	3.00	5.00	3.00	3.00	3.00	3.00	3.00

### Scoring:

5 = Superior relative to others

3 = On Par relative to others

1 = Below par relative to others

0 = No capability

**"BoostUp delivers a broad range of buyer and seller interactions are supported, and the infusion of buyer email and call sentiment into deal and engagement scores is a strong differentiator." – Forrester**

**BoostUp's take:** Data captured and activity matching is the lynch pin to accurate forecasting & pipeline management. With only partial information you can't trust the deal insights, pipeline, or forecast accuracy.

[Learn more here →](#)

## Key criteria to evaluate as part of your RO&I selection process.

The Forrester Wave states: RO&I buyers should look for providers that:

- 1. Deliver a broad and deep range of actionable insights.** B2B organizations need insights that identify risks, patterns, trends, and correlations as well as the impact of these on business outcomes for everything from buyer preferences to rep behavior, from pipeline management to forecasting... RO&I solutions must provide such insights at all levels, from the contact to the deal, and from the account to the overall revenue processes.

**BoostUp received the highest scores in depth and range of buyer engagement insights and range of interactions captured. Forrester stated this as a strong differentiator for BoostUp.**

- 2. Enable organizational flexibility through self-configuration and customization.** No go-to-market organization looks like another, and each organization changes and evolves as it scales. Many B2B organizations have been hamstrung by rigid functionality and data structures in traditional sales force automation (SFA) systems and CRMs that can't flex to the changing needs and structures of organizations.

**BoostUp receives the highest score on ease of use, platform flexibility and range of configurations. Administrators can quickly make changes, set up and configure custom fields, metrics, and layouts, including forecast process and roll-up directly in BoostUp.**

- 3. Support increasing systemic optimization and automation.** True RO&I solutions are platforms that bring multiple use cases together in one "single pane of glass." However, who that pane of glass is designed for depends on the provider. Buyers should ensure that a provider's vision, market approach, and future roadmap align with their own organization's goals and ambitions.

**BoostUp is designed with the entire revenue team in mind and is an innovative solution partner that offers a flexible data architecture, a customized experience, and revenue intelligence that is easy to use and widely adopted.**

## Other Things to Evaluate:

Identifying the use cases for your organization will determine the best solution.

### Strategy:

**Product Vision:** Of the 14 vendors reviewed in the RO&I Wave, *only a few* are strong in revenue forecasting capabilities and pipeline management, if this *is* what you're looking for – look more closely.

**Speed of Innovation:** As the youngest vendor in the space, BoostUp is a disruptor of the status quo. Digital evolution will continue and status quo won't be enough. BoostUp meets the demands of highly complex, fast-moving, and ever-changing sales teams with a **customizable and configurable data architecture** for more predictable forecasting, revenue operations, and revenue intelligence.

**BoostUp's take:** When evaluating vendors look at more than the current offering. Are they stagnant or innovative? Rigid or flexible? And will they be able to adapt to your current AND future needs?

[Learn more here →](#)

*"BoostUp delivers a Comprehensive platform... a broad and bold product roadmap, and a highly collaborative approach to enhancements focused on customer needs." –Forrester*

**Integrations:** Data captured and activity matching is the lynch pin to accurate forecasting & pipeline management. With only partial information you can't trust the deal insights, pipeline, or forecast accuracy. That's why integrations are so critical when making a vendor choice. BoostUp received high rankings from Forrester.

[Learn more here →](#)

**BoostUp's take:** Other 'forecasting' vendors failed to receive high scores in integrations, buyer engagement insights, and a range of interactions and transactions captured. As the digital world continues to expand and evolve, rigid platforms that are not able or willing to integrate with your techstack ultimately will not succeed.

*"BoostUp has defined a broad and bold long-term product roadmap that encompasses the systemic requirements of revenue engine management." –Forrester*

**Speed to Value:** User Experience, implementation time, user adoption and usage all lead to a faster return on investment. Out of the box flexibility and a platform that can easily be configured the way your team already works is essential to the success of investment.

[Learn more here →](#)

**BoostUp's take:** Look for a platform that's build for your entire team. Revenue leadership needs visibility and predictability at scale. To achieve this the 'front-line' need one place to go to easily get all deal insights and context. Managers need insights to help them prioritize and coach more effectively and scale deal reviews. Sellers need to know which deals to focus on, what to do next and spend their time more effectively.

*"BoostUp delivers an elegant, consistent user experience enabling customers to self-configure elements of the platform (e.g., metrics, hierarchies, views)." –Forrester*

# Consider the big picture:

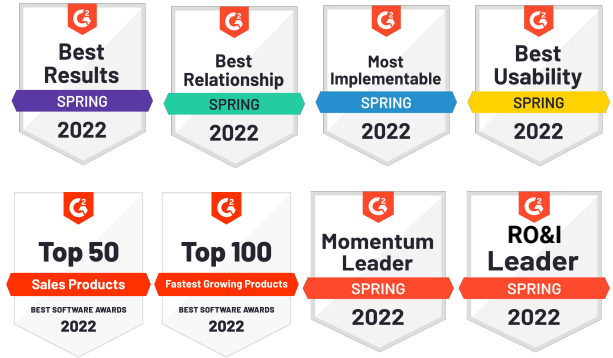
Analysts are great, customers are even better.

## Customers:

As the youngest company in a mission-critical RO&I category with much older incumbents, customers trust, feedback, and ultimately - endorsement is the highest honor.

For the second straight quarter BoostUp is recognized as the **Momentum Leader** in the G2 Revenue Operations and Intelligence Grid and recently earned 29 badges and 13 **#1 rankings** across four categories: [Learn more here →](#)

- Best Results
- Best Relationship
- Most Implementable
- Most Usable



*"After doing our vendor landscape due diligence, BoostUp was the only complete Revenue Operations & Intelligence (RO&I) platform in a market full of point solutions. We needed one connected RO&I solution that solved all our needs - one built for our entire revenue team to drive forecasting, accuracy in our forecast, and scale deal reviews."*



David Groves | VP Worldwide Field Operations



## Employees:

How does an underdog beat the so-called market leaders? Boosters ( BoostUp employees) are a special tribe of high-energy, fast-moving, intelligent hustlers who think like mavericks, have something to prove, and the ability to execute with humility. Boosters have created a culture of extreme customer centricity, mistake tolerance, a penchant for winning from behind and not taking no for an answer. When you're looking for a winning team, look no further. [Learn more here →](#)

**SCHEDULE A DEMO WITH THE REVENUE OPERATIONS & INTELLIGENCE LEADER.**



**GET A DEMO**