# PLANOPOLY

Vena

DATASHEET: Revenue Performance Management

Grow your business by understanding and investing in the resources that drive your revenues and profitability.

Deliver clear business insights by analysing data from finance, sales, marketing and by customer, understand and allocate resources with the highest impact on your revenues and profitability.

Vena aligns data and resources from right across your organisation to deliver predictable revenues and optimise growth.
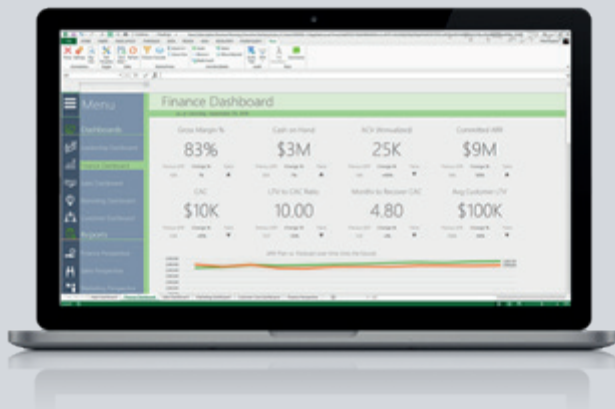
Finance

Vena helps finance teams generate data-driven strategic plans and deliver more accurate, predictive and prescriptive revenue forecasts.

Real-time data from all departments, provides access into the most important indicators of your business growth, including cash flow, customer acquisition cost (CAC) and customer lifetime value (CLV).

With Vena, CFOs can be more agile and data-driven in the guidance they provide to departments across their organizations.

Marketing

Vena helps marketing teams accurately predict how their budgets and campaigns will influence overall revenue. Integrating data from your marketing automation, web analytics, CRM and other systems, Vena provides you with real-time insights on conversion rates and profitability for every campaign, channel, tactic or initiative.

Marketing teams are now able to connect the dots with a holistic view of the customer acquisition, lead generation and revenue influence of every marketing investment.

As internal budgets change and external markets fluctuate, Vena gives marketing teams all the insights they need for better, smarter strategic planning and resource allocation.

Sales

Vena gives insight and understanding across your short-term and long-term sales targets with complete confidence. Vena combines your CRM, marketing funnel and financial data to provide real-time insights on your current pipeline and forecasted opportunities.

With the wisdom of cross-departmental data — both financial and non-financial — sales leaders can avoid surprises and cut through the biases of subjective sales projections.

Vena makes it easy to understand how factors like territory, pricing and product line impact your top and bottom line, so you can manage your teams with the right allocation of headcount and other resources.

Customer

Dive into analytics for detailed customer analysis from sales, marketing and finance to identify your most and least profitable customers and capture the full story behind each one.

Vena combines disparate customer data such as NPS scores, product usage metrics, customer acquisition and support costs in a single solution.

Bring all your customer metrics together to improve customer satisfaction, focus on the right customers, and increase customer lifetime value.

Key Benefits

Increase accountability and accuracy

Assign tasks, status alerts and reminders.
Fix mistakes before they happen. Drill down into numbers to see the original source of all your data.

Don't replace, embrace Excel®

Build on the spreadsheets you already have in Microsoft Excel®.
Why go through the pain of learning a new system?

Seamless data integration

Combine sales, marketing, customer care and finance data — from customer analytics, marketing automation, GL systems and more — in one secure database to access and share information.

With Vena's revenue performance management software, manage and act on the metrics that deliver the most predictable, optimal revenues for your organization.