

people.ai

# TIBCO Puts Data at the Heart of Sales Coaching with People.ai



Faced with ambitious growth targets, TIBCO needed increased sales efficiency, more disciplined sales coaching, and a more reliable pipeline inspection process. People.ai made this possible by sourcing business activity from reps' inboxes, surfacing trends, and making recommendations that accelerated sales.

Founded in 1997, TIBCO is transforming how businesses make smarter, faster decisions through data. As the company pivots its product development and Go-To-Market strategies, its sales teams need a way to keep up - and closing TIBCO's data gap is a vital part of that challenge. Trading a lagging view of performance for leading indicators is crucial for the modernization of its sales strategy.

## Key Results

- Capturing 63,000 contacts and activity data from sales reps' inboxes
- Transforming coaching for 33 sales managers across North America
- Increasing pipeline predictability

## About TIBCO

- A global leader in integration and analytics software
- Over \$1 billion in annual revenue
- HQ: Palo Alto, California
- More than 4,000 employees
- Customers include 21 of the top 25 companies in the Forbes Global 2000

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**Kishen Mistry**  
Senior Manager, Sales Excellence

### **Better Data, More Efficient Sales Reps**

TIBCO's Senior Manager of Sales Excellence, Kishen Mistry, recognized an inherent tension in traditional approaches to improving sales data: the more time reps spend entering data, the less time they spend selling. "Sales operations and sales managers want to measure and manage these metrics – but all of the metrics are dependent on Account Executives inputting data," he says. "The problem is, the Account Executives don't like doing it – they want to focus on selling – and that means you're always asking the question of how reliable and predictive that data is."

Rather than relying on reps to enter data, Kishen turned to People.ai, which plugged into reps' inboxes and automatically matched relevant data to accounts and opportunities in CRM. This automation increased the time available for reps prospecting and selling, but it also operationalized data as action-ready insights. "My favorite thing about the People.ai's Enterprise Sales Solution is that it pulls everything together and tells a story," says Kishen. "You're not just looking at two or three different metrics. It guides the manager and Account Executive down a decision-making path."

### **Leading indicators enable proactive coaching**

Automating data capture laid the groundwork for better sales coaching at TIBCO. "We're leveraging the data to develop people and processes," says Kishen. "Coaching is a key area that People.ai is helping us with. We can look at trends, evaluate leading indicators, and use those as the basis of conversations."

Managers are now able to analyze how reps allocate time, identify high-value opportunities that warrant more focus, and determine the incremental activities that could

improve performance. "Even with an Account Executive who's hitting all the right metrics, we can often surface an insight from People.ai that will give them a crucial few percentage points of improvement," says Kishen.

### **Predictable Pipelines and Accurate Forecasts**

People.ai data illuminates the real status of opportunities, generating a more predictable pipeline and a more accurate forecast. "We were able to introduce a new metric showing new people who engaged over the past seven days," says Kishen. "This helps us evaluate the type of engagement that's going on – and ensures that AE's are extending out into their accounts. From there, we can see if the opportunities being forecast have the level of engagement we'd expect. We can also see if there are opportunities that can be brought forward."

### **Delivering Value To The Front Line**

People.ai isn't just creating the value for Sales leadership, Account Executives recognize that the solution helps them hit their number. "You have to have a clear methodology for how you're going to transform an organization – and you have to have buy-in from the Account Executives," says Kishen. "A lot of the time, those AE's might be nervous about the data you're collecting, but when you bring them into the loop and show the value it's giving them, they become more open to our feedback. That's what we're now able to do with People.ai."

## **Are You Ready to Increase Your Reps Productivity?**

Find out how People.ai helps Sales Leaders gain visibility, increase their team's productivity, and close more deals faster, by scheduling a demo of the People.ai solution today.

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