



EBOOK

Drive Operational Excellence With Augmented Analytics & Automated Advice

Know More. Operate Smarter. Grow Faster.



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About Discern

Steer Your Business With Confidence and Exceed Investor Expectations

Discern delivers automated insights and advice through augmented data analytics. By linking information disconnected across the business and applying AI, Discern draws out deeper, more holistic intelligence.

Through partnership with top-tier private equity firms, Discern has incorporated industry best practices proven to drive operational excellence.

While traditional strategy exercises are expensive and time consuming, Discern reveals transformational insights in a matter of weeks, at a fraction of the cost.

Welcome to the future of data analytics.



Solutions for

CEOs & CFOs

While the modern CEO often has no shortage of data, critical information is spread across multiple systems. As a result, CEOs and CFOs spend hours pulling together KPIs for board decks and reports.

By the time metrics are calculated, it is usually too late to address risks. To run the business and communicate with investors most effectively, CEOs need to proactively identify and execute on priorities.

CEOs and CFOs utilize Discern to monitor and report on business performance against targets, diagnose contributing factors, and gain data-backed advice.

Key Results:

- Smarter and More Timely Business Decisions
- Hours Saved on Manual Reporting
- Proactive Risk Management
- Board & Stakeholder Confidence
- Valuation-driving Insights

Sample Metrics & Trends

- ARR Growth Rate
- Forecasted Bookings
- Forecasted NRR
- Cash Burn
- Cash Runway
- CAC
- CAC Payback



Solutions for

Sales Management

Sales leaders are under pressure to operate efficiently and eliminate surprises. Therefore, it is critical to stay on top of trends and pivot strategies as needed.

Unfortunately, a lot of the data needed to drive proactive sales management is inaccessible from the CRM. As a result, much reporting and forecasting is run in spreadsheets, resulting in knowledge lags.

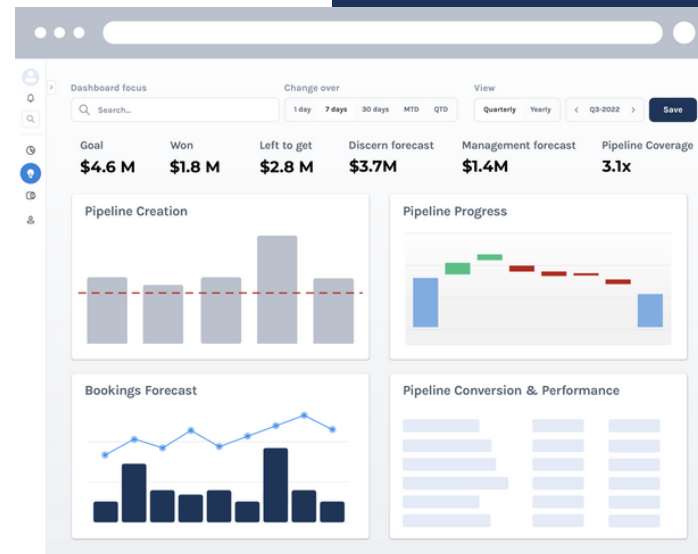
Sales leaders leverage Discern to monitor pipeline changes and KPIs in real-time. This enables better rep coaching, go-to-market strategies, and forecasting.

Key Results:

- Increased Win Rates
- Compressed Sales Cycle
- Focused Training & Enablement Efforts
- Reduced Time Spent Reporting
- Shorter CAC Payback Period

Sample Metrics & Trends

- Actual & Forecasted Bookings
- Pipeline Coverage
- Sales Cycle Length
- Conversion & Win Rates
- Pipeline Creation / Pushout Per Rep
- Percent of Reps With at Least 80% Quota Attainment



Solutions for

Marketing Teams

Marketing teams are challenged to do more with less. As such, continuous testing is needed to understand which initiatives deliver the greatest impact.

However, integrations between CRMs and marketing automation systems are often limited, making it hard to run deep reporting on marketing contribution.

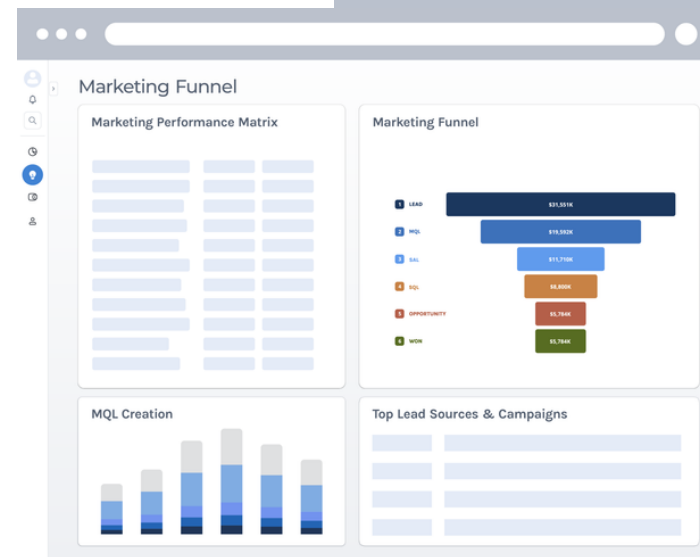
Marketing leaders and demand generation teams utilize Discern to follow the journey from lead to revenue, and calculate revenue generation and ROI by segment, tactic, channel or campaign.

Key Results:

- Increased ROI on Marketing Initiatives
- Lowered Cost Per Lead, Opportunity and Customer
- Shortened mCAC Payback Period
- Proactively Address Pipeline Bottlenecks
- Time Saved During Reporting & Planning

Sample Metrics & Trends

- Lead Conversion Rates
- Conversion Rates by Lead Source
- Marketing Spend by Lead Source
- Marketing Originated Pipeline (%)
- Marketing Originated Bookings (%)
- Cost Per Lead
- Marketing CAC



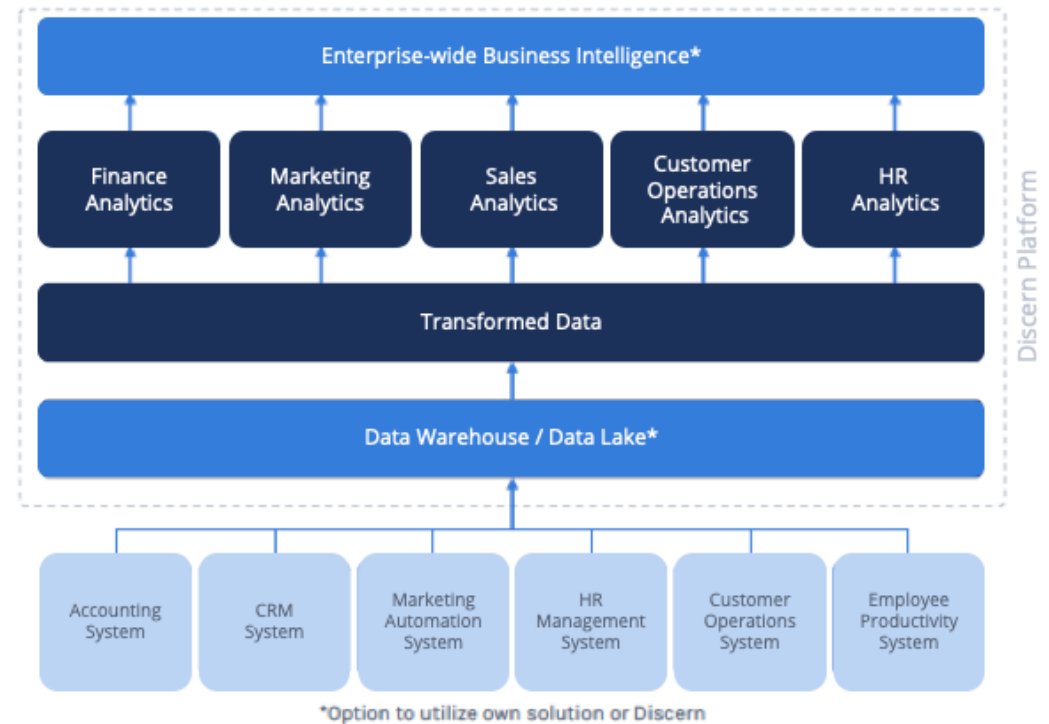
The Discern Difference

Discern is on a mission to help clients reach the next level of performance faster through augmented analytics and valuation-driving intelligence.

Our team of data-scientists have developed a proprietary method of connecting and analyzing data from any source to deliver holistic insights and unbiased advice.

With additional modeling, forecasting and analytics tools, Discern empowers customers to explore the outcome of any business decision in a no-risk environment.

As a result, customers can steer the business with conviction, helping to instill even greater investor confidence.



Contact Us

Step Into the Future of Data Analytics and Business Intelligence

- Direct connectivity with source systems
- Fast implementations
- Access to industry benchmarks
- Automated advice powered by AI / ML
- Best practice insights for B2B SaaS and FinTech companies

Learn More

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[Schedule a Demo](#)

