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Tangoe Achieves 5X AE Prospecting Effort and 46% Faster Deal Cycles with Atrium

Learn how Tangoe, through its partnership with Atrium, significantly boosted AE prospecting efforts and accelerated deal cycles.



Tangoe, a leading global provider of technology expense management solutions, implemented Atrium to **automate sales management and drive rep efficiency.**

With Atrium, Tangoe achieved **5X more AE prospecting effort and reduced time in critical pipeline stages by up to 44%.**

Susan Frohreich, **VP of Revenue Operations** at Tangoe says, "Before Atrium, our managers spent hours trying to make sense of data from multiple sources, often needing help identifying actionable insights.

With Atrium, **we have a single source of truth** that provides clear, reliable insights our managers can use to coach reps and drive better outcomes."

This case study highlights how Atrium's automation and insights enabled **Tangoe to streamline its sales motion with automated coaching** and see impactful results to their business' bottom line.

Table of Contents

<u>Title</u>	<u>01</u>
<u>Summary</u>	<u>04</u>
<u>Challenges</u>	<u>05</u>
<u>Solution</u>	<u>06</u>
<u>Results</u>	<u>08</u>
<u>Testimonial</u>	<u>10</u>
<u>About Tangoe</u>	<u>11</u>
<u>Conclusion</u>	<u>12</u>

Summary

With Atrium, Tangoe achieved 5X more AE prospecting effort and reduced time in critical pipeline stages by up to 44%, which ultimately helped lead to an increase in new business bookings.

Enhanced Prospecting for AEs

Contacts touched per account increased by **74%**, prospecting accounts touched grew by **167%**, meetings on calendar rose by **11%**, and prospecting calls jumped by **5X**, demonstrating a significant increase in AE prospecting efforts.



Faster Sales Cycles

Time in key stages reduced by 25% (Develop), 25% (Propose), and 44% (Prove), **rolling up to a 46% overall decrease in average sales cycle.**

For additional context, their sales cycle has the following stages: Quality, Develop, Propose, Prove, and Accept.

Increased bookings

Bookings grew by **224%** from 2022 to 2024 due to significant efficiency strides made throughout the sales motion from the top to middle and bottom of the sales funnel.

224% 



Challenges Faced

Before implementing Atrium, Tangoe faced several challenges:

Lack of Actionable Insights

Managers struggled to interpret and utilize BI dashboards and data, often spending too much time identifying key takeaways and next steps for their teams.

Limited Visibility into KPIs

Leadership lacked real-time visibility into key success metrics, making it difficult to track performance and identify areas for improvement.

Difficulty with Capacity Planning

RevOps needed help predicting ramp times and capacity needs for onboarding new reps, leading to over or under-staffing.

Solution

What Atrium Does

Atrium automates sales management with AI-driven rep coaching and accountability.

How Atrium Works

Atrium's automated sales management platform enables sales managers to focus on high-impact activities and drive better outcomes.

- **Data:** Atrium continuously pulls all relevant data from your systems of record, ensuring a comprehensive and up-to-date view of your rep, team, and organizational effort and performance.
- **Metrics:** With over 100 out-of-the-box metrics, Atrium automatically calculates every key metric, from emails sent and meetings held to pipeline owned and advanced.
- **Customization:** Atrium can track and monitor 100% of the sales KPIs that matter to your organization, ensuring you have complete visibility into your sales performance
- **Insights:** Atrium's continuous anomaly detection and root cause analysis identify insights for every metric, helping managers quickly spot areas for improvement.

These inputs result in Atrium working for customers 24/7 in three primary ways:

- **Manager Co-Pilot:** Tells managers where to coach
- **Automated Goal Tracking:** Holds reps accountable
- **Direct-to-Rep Sales Coach:** Directly manages sales reps

Solution

Key Capabilities Used by Tangoe

Tangoe leveraged several key capabilities of Atrium to address their challenges:

- **AI Sales Coach:** Provided managers and reps with clear, actionable insights and recommended next steps.
- **Automated Goal Tracking:** Enabled real-time visibility into individual and team performance metrics.
- **High Priority Insights:** Focused attention on the most critical metrics, such as emails sent, meetings held, accounts touched, and pipeline owned and advanced.
- **Customization:** Allowed Tangoe to track and monitor all of their key KPIs, ensuring complete alignment with their specific needs and goals.

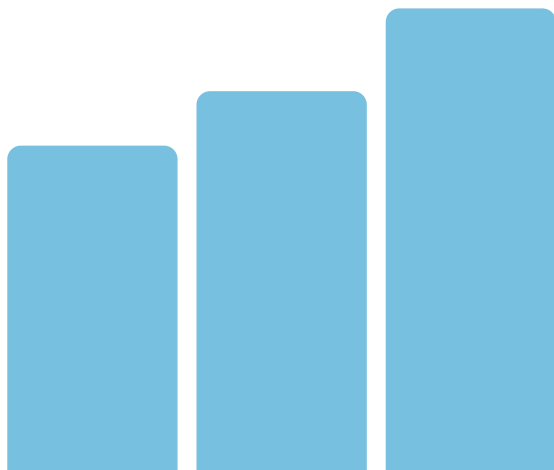
Results

Atrium's automation and insights enabled Tangoe to streamline its sales motion and achieve significant results:

Key Metrics (per-rep averages):

Enhanced Prospecting for AEs

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Improved Pipeline Hygiene

Untouched opportunities decreased by **42%**, ensuring a cleaner and more actionable pipeline.

42% 

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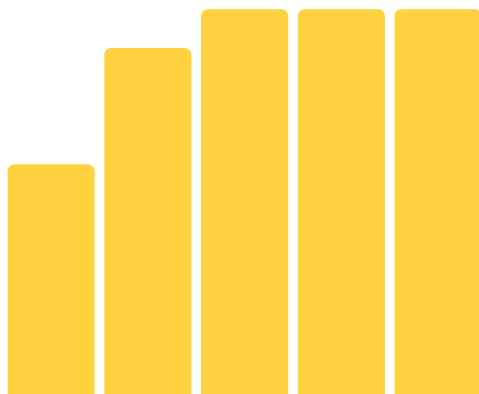
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224% 

Reduced Bookings Variation

Bookings variation narrowed from a 73% range (2022) to a 28% range (2024), indicating more consistent performance.



Stabilized Win Rate

Tangoe's Win rate stabilized after a non-ZIRP era peak, providing a clear baseline for targeted improvement.

Predicatbility is important in sales motions!

Customer Insights



From Susan Frohreich, VP of Revenue Operations at Tangoe

"Before Atrium, our managers spent hours trying to make sense of data from multiple sources, often needing help identifying actionable insights. **With Atrium, we have a single source of truth** that provides clear, reliable insights our managers can use to coach reps and drive better outcomes.

Atrium's **AI-driven coaching recommendations** and **automated rep accountability** have been significant catalysts for us. Our managers now spend less time analyzing data and more time focused on high-impact activities like **coaching based on performance against our priority KPIs** and **deal strategy for critical deals**.

Additionally, **Atrium has helped us improve our capacity planning process**. With real-time visibility into rep performance and activity levels, we can **more accurately predict ramp times** and ensure we have the right resources in place to support our growth.

Overall, **Atrium has been a critical partner in our success**, enabling us to scale our sales efforts efficiently and effectively. **Essentially, it's like giving every frontline manager and sales rep their own sales operations assistant.**"

About Tangoe

Tangoe is a leading global provider of technology expense management.

Services:

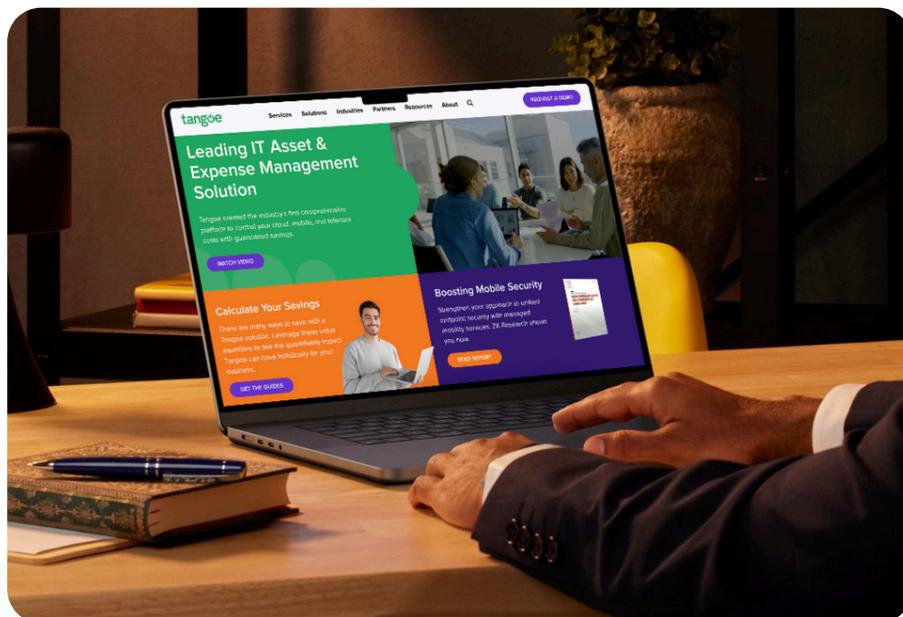
- Telecom Expense Management (TEM)
- Managed Mobility Services (MMS)
- Cloud Expense Management

Value Proposition:

- Reduce costs
- Optimize IT and telecom resources
- Enhance operational efficiency

Founded: 2000

Headquarters: Parsippany, New Jersey



By implementing Atrium, Tangoe was able to significantly **improve rep efficiency** in AE prospecting and pipeline management, resulting in **faster sales cycles, increased bookings, and stabilized win rates.**

Atrium's AI-driven insights and automation enabled Tangoe's sales team to focus on high-impact activities and drive better outcomes.

Ready to see how Atrium can help your organization **automate sales management** and drive better sales outcomes?

Book a demo at atriumhq.com/demo and begin implementing automated **accountability** for your sales team today.