

# Clari — One Pager

Klarix Competitive Intelligence

May 2026

company: Clari generated: 2026-05-31

ATTRIBUTE	DETAILS
<b>Who They Are</b>	<ul style="list-style-type: none"> <li>• Mature B2B SaaS Revenue Operations platform with ~760 employees, currently undergoing post-merger consolidation.</li> </ul>
<b>Location</b>	Sunnyvale, California
<b>What They Make/Sell</b>	<ul style="list-style-type: none"> <li>• Revenue AI platform providing forecasting, pipeline management, and revenue execution tools for B2B sales.</li> <li>• A unified platform consolidating recent major acquisitions including Wingman, Groove, and Salesloft.</li> </ul>
<b>Market Positioning</b>	<ul style="list-style-type: none"> <li>• Manages over \$4 trillion in customer revenue and recognized as a Leader in Gartner's 2024 Magic Quadrant for Revenue Action Orchestration.</li> <li>• Differentiates as a "Predictive Revenue System" that acts as a single source of truth ("Run Revenue with AI").</li> <li>• Recent momentum: December 2025 merger with Salesloft, strategic partnership with Deloitte Digital, and launch of Clari Forecast for Consumption.</li> </ul>
<b>Top Pain Points</b>	<ul style="list-style-type: none"> <li>• Post-merger product overlap (Wingman, Groove, Salesloft) creates market doubt. → Sample · Sales Intelligence provides done-for-you competitive intelligence (CI) in 3-7 days to help reps control the narrative against Gong and Outreach.</li> <li>• Competitors exploit public complaints about UI complexity and integration latency. → We map these market signals into actionable battle cards so enablement teams can pre-empt objections and close deals faster.</li> <li>• Defending enterprise territory against Salesforce Revenue Cloud during internal restructuring. → We map competitive deals and expose data accuracy/coverage gaps in rival platforms to arm the outbound RevOps team.</li> </ul>
<b>Best Outreach Angle</b>	<ul style="list-style-type: none"> <li>• Target: Ben Fiechtner (CRO), Kevin Knieriem (President, Strategic GTM), Steve Cox (CEO)</li> <li>• Hook: Highlight how competitors are actively repositioning against the new Clari-Salesloft entity, and offer rapid CI and battle cards to defend their "Revenue AI" enterprise narrative.</li> </ul>
<b>Next Step</b>	<ul style="list-style-type: none"> <li>• Send Touch 1 email to Ben Fiechtner with a sample portfolio PDF, requesting a 15-minute briefing to review CI mapping and competitor data gaps.</li> </ul>