



Tight alignment between sales and marketing teams is critical to implement the Demand Unit Waterfall.

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VP of Marketing

100%

visibility of account coverage and revenue potential



Challenge

Imprivata has a tightly defined market – all hospitals – as a fit for its security solutions. It had **limited visibility of complete potential within each sales rep's territory** of initial infiltration (plus upsell possibilities) and was **unable to track process of saturation** within each account.



Solution

Implement the Demand Unit Waterfall to track initial infiltration and ongoing progress within Imprivata's target market at the account and demand unit level.



Result

- **Visibility** to opportunity stage movement and velocity within **entire target market**
- **Buying role coverage**, including executive level coverage by deal and level of engagement for entire buying group
- Measurement of **pipeline contribution**
- **Increased focus** on – and coverage of – **account potential**