



Investments for Sales Acceleration Technologies Exceed \$1.2 Billion

Sales Acceleration Platform LiveHive Releases Newly Compiled Market Data

SAN JOSE, CA, UNITED STATES, April 21, 2015 /EINPresswire.com/ -- [LiveHive, Inc.](#), whose comprehensive sales acceleration platform provides buyer engagement analytics and automates sales follow-up to accelerate the sales cycle, today released newly-compiled market data showing that total investments for sales acceleration technologies now exceed \$1.2 billion, including more than \$40 million of funding made within the past two months. LiveHive has shared the new findings as part of an infographic that explains why sales acceleration tools have become the 'new billion dollar baby' in the technology industry. LiveHive's infographic can be accessed here: <http://livehive.com/wp-content/uploads/billion-dollar-baby-infographic.jpg>

LiveHive today also announced the next generation of its award-winning sales acceleration platform, including powerful new sales automation capabilities to drive repeatable sales processes. See press release here: <http://dev.livehive.com/presss/press-releases/livehive-unveils-next-generation-of-its-sales-acceleration-platform>

"We're experiencing a tidal wave of consumer data that's changing how we engage with each other and impacting buyer behavior, said Suresh Balasubramanian, CEO of LiveHive, Inc. "Buyers now have instant access to company, product, and pricing information. Sales organizations need greater insight to effectively engage with buyers and investors are placing their bets on new technologies that help companies increase customer understanding and speed sales cycles."

Creating a More Complete Customer Picture with Sales Acceleration

According to "The 2014 Sales Acceleration Technology Market Size Study," companies spend \$12.8 billion on sales acceleration technologies with an average of \$2,280 per rep per year, to improve sales performance and drive revenue growth.

Research has shown that today's customers can be more than halfway through the purchasing cycle before engaging with sellers. Sales acceleration solutions – which span categories including sales engagement, sales automation, and sales enablement – augment existing CRM and marketing automation systems that only provide seller-side insights, by giving sales organizations a more complete buyer picture and improving sales efficiencies.

LiveHive's findings, based on research compiled in March and April 2015, reveal that over 200 companies now offer sales acceleration technologies to meet growing business need. These tools, which can range from customer communications to predictive forecasting analytics to sales content management and more, are being rapidly developed and embraced for their ability to help companies close deals faster, increase revenues, and gain the competitive edge.

About LiveHive

Headquartered in San Jose, California, LiveHive powers sales organizations to build a repeatable sales process through deep engagement analytics into buyers' interests and automates sales follow-up, to accelerate the sales cycle. With content-sharing capabilities and robust analytics, LiveHive's

sales acceleration platform helps sales reps automate follow-up; understand a buyer's interest level; quickly identify stakeholders in the buying process; and rank top buyers based on engagement.

LiveHive lets sales organizations focus on core selling activity by automating routine selling activities like email and calling tasks. LiveHive reveals prospect buying patterns with instant alerts that show when documents are viewed and downloaded; which pages are viewed, for how long and from where; and gives profile data for recipients of shared documents with instant notification to marketing for lead nurturing. Seamlessly integrated with Act-On marketing software, salesforce.com emails, and synchronized with Salesforce.com, LiveHive brings marketing and sales activity into alignment through more complete insights on buyer engagement. For more information, visit www.livehive.com

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