

Openprise RevOps Data Automation Cloud

Go-to-market (GTM) operations teams are under pressure to deliver flawless execution, but poor data quality, manual processes, and systems that don't talk to each other keep getting in the way. The Openprise RevOps Data Automation (RDA) Cloud transforms siloed, unreliable data into a unified foundation for revenue growth, letting you scale GTM motions without adding headcount or writing code.



The challenge: Why GTM ops teams struggle

Despite massive investments in sales and marketing technology, revenue teams are still struggling to generate more pipeline and accelerate growth with data they can't trust or act on quickly.

Poor data quality impacts 71% of companies' GTM activities. The symptoms are everywhere:

- **Data is everywhere but it's not unified:** Teams waste hours debating whose numbers are correct instead of taking action on insights
- **Siloed systems:** Critical data lives across 100+ disconnected tools, making it nearly impossible to get a complete view of accounts or performance
- **Manual bottlenecks:** Ops teams spend 60% of their time on data cleanup and manual processes instead of strategic initiatives
- **Delayed decisions:** By the time data is clean enough to use, the opportunity has already moved on

The result? Marketing and sales teams paralyzed by indecision, missed revenue opportunities, and frustrated ops teams. AI and automation can't fix bad data—they require it to work.

The solution: One platform. No code. All RevOps.

The Openprise RevOps Data Automation Cloud solves this by creating a unified data foundation that connects, cleans, and automates your entire revenue data ecosystem without requiring custom development or IT resources.

What makes it different?

The Openprise RDA Cloud is **the first no-code, full-stack data automation cloud built for RevOps**. It empowers marketing, sales, and revenue operations teams to:

- **Unify and cleanse data** across systems without custom code
- **Automate GTM processes** like segmentation, scoring, and routing
- **Enrich smarter** using multiple vendors in a waterfall—raising match rates by 30–40%
- **Match leads to accounts** using intelligent identity resolution
- **Embed AI** into operational workflows while meeting compliance and governance requirements
- **Preview records before enrichment—pay only for what you use**

All without pulling in IT, slowing down teams, or increasing technical debt.

Key use cases solved

The RDA Cloud eliminates the most common RevOps data challenges that slow your growth, delivering:

- ✓ **Smarter lead routing:** Instantly adapt to territory changes, product focus, or rep availability without IT involvement
- ✓ **Accurate scoring and segmentation:** Automate complex rules and prioritize the right accounts and leads with confidence
- ✓ **Acquire and enrich from all your first- and third-party sources:** Boost match rates by 30-40% and reduce data gaps with a flexible enrichment waterfall
- ✓ **Attribution and funnel visibility:** Unify performance metrics across marketing, sales, and customer success for complete transparency
- ✓ **AI-powered orchestration:** Add AI to data standardization, job title segmentation, and process automation safely and compliantly

What's inside the RDA Cloud

The platform delivers six integrated capabilities that build upon each other to create an end-to-end data automation solution:

- 1. Shared data layer** Ingest, standardize, and unify data from every source into one central, agile repository.
- 2. Data orchestration** Automate the transformation and synchronization of data between systems.
- 3. Process automation** Operationalize lead routing, segmentation, scoring, and attribution without manual effort.
- 4. Data engagement** Give non-technical users secure access to trusted data through custom apps and APIs.
- 5. Measurement and instrumentation** Monitor process efficiency and data health with built-in dashboards and analytics.
- 6. AI for RevOps** Embed AI directly into GTM processes to increase accuracy, agility, and scale.



Customer success story: How Zendesk transformed their data foundation

Zendesk’s marketing operations team faced a challenge many successful companies know well: managing an ever-growing sales and marketing database while making it easy for employees to get essential data quickly. Before Openprise, the team uploaded lists and fulfilled custom requests manually, causing delays that often led to leads growing cold before sales could follow up.

Zendesk started with Openprise by automating data standardization and list loading. The results were immediate—**25% improvement in data cleansing efficiency and \$500,000+ in productivity savings**. But the real transformation came when they realized the platform could enable strategic initiatives they’d never had time for. The marketing operations team began assigning account “industry” and “sub-industry” values automatically, enabling sales teams to conduct market

analysis and prioritization that generated hundreds of thousands in additional revenue.

The power of the platform approach became clear: They began the journey with Openprise to clean up data but soon realized that the Openprise RDA Cloud solves so many challenges that Zendesk employees nicknamed it “the silver bullet.”

Key outcomes for Zendesk:

- **25% improvement** in data cleansing efficiency
- **Six-figure savings** from automated processes
- **Hundreds of thousands** in additional revenue from better targeting
- **25% increase** in sales team efficiency
- **24-48 hours reduced to 5-10 minutes** for list processing
- **Strategic focus** - ops team freed for high-value initiatives

“What stands out is the ability to run all these processes within Openprise, without needing to push data back into the system to see the results. The ability to move data in and out of Openprise—and manage that data within Openprise as a sandbox simulation—is really where the value of the platform lies.”

Roberto Fernández Madero, former Manager of Marketing Operations, Zendesk



Why Openprise stands apart

What makes RDA Cloud uniquely powerful is how its components work together as an **integrated system, creating exponential value that siloed point solutions cannot match.**

- **Built specifically for revenue teams, not IT departments.** While other solutions require extensive technical expertise or only solve part of the problem, Openprise delivers a complete, no-code platform that revenue operations teams can implement and iterate on independently.
- **Comprehensive platform approach.** Instead of cobbling together multiple point solutions, get everything you need in one integrated platform that scales with your business and enables advanced GTM motions as you grow.

- **Proven results with enterprise customers.** Openprise powers enterprise-wide deployments at Fortune 500 and fast-emerging companies like Clari, Nutanix, Zendesk, trusted not just by teams but across the organization to drive competitive advantage and accelerate revenue growth.
- **Future-proof your RevOps.** As AI-driven go-to-market motions demand unprecedented data quality, Openprise's no-code approach puts control in the hands of revenue teams rather than IT specialists.

Ready to transform your RevOps data foundation?

Openprise RDA Cloud can eliminate your data chaos and accelerate revenue growth, just like it did for Zendesk.

Talk to one of our data experts and see how fast you can:

- **Boost match rates** by 30–40%
- **Cut lead processing time** from days to minutes
- **Automate enrichment, routing, and scoring** without IT tickets

To get more information or [schedule a demo](#), visit openprisetech.com or contact us at (888) 810-7774.



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About Openprise

Openprise is a leader in RevOps data quality, helping companies transform their go-to-market data into data they can trust, take timely action on, and make the right decisions with. At Openprise, data is at the center of what we do. First and foremost, we're data nerds. We believe high-quality data and great processes are core to a thriving business. We're here to free marketing ops, sales ops, and RevOps teams from the complexities of bad data so they can navigate change, capitalize on new opportunities, and outpace their competitors. Revenue leaders from Fortune 500 and fast-emerging enterprise companies depend on Openprise and our industry-leading partner ecosystem to drive competitive advantage. Openprise has offices in San Mateo, CA and in Hyderabad, India. To learn more about Openprise, visit www.openprisetech.com and follow us on [LinkedIn](#), [X](#), and [YouTube](#).