

# Vantara Software

B2B SaaS

~\$48M ARR [INFERRED]

Field Service Management

Denver, CO

**The plan is simultaneously underperforming where it expected to win and outperforming where it didn't look.**

Enterprise ICP win rates are tracking below the original plan assumptions while mid-market deal velocity is running ahead of plan. Neither condition appears in current reporting. Estimated downside: **\$4.8M-\$8.2M annual revenue risk** [INFERRED]. Unrealized upside: **\$3.5M-\$6.0M** [INFERRED] if mid-market outperformance is captured deliberately.

↑ WHERE THE PLAN IS OUTPERFORMING

### Mid-Market ICP Is Winning at Rates the Plan Did Not Assume

**\$3.5M-\$6.0M** unrealized upside potential

**This opportunity will not surface in your KPIs for another 60 to 90 days.**

ASSUMPTIONS DRIVING THIS FINDING

ICP segment addressability

deal cycle velocity

trial conversion rate

Trial-to-paid conversion in the \$20K-\$100K ACV segment is tracking materially above the original plan baseline. [INFERRED] Deal velocity in this cohort is running shorter than the plan's cycle-time model, and inbound pipeline density suggests the addressable ICP is broader than the plan assumed. [INFERRED] The organization is capturing this upside passively. A deliberate reallocation of quota coverage toward this segment before a competitor identifies the same signal converts a latent advantage into a compounding one.

↓ WHERE THE PLAN IS BREAKING DOWN

### Enterprise ICP Win-Rate Assumption Is Structurally Broken

**\$4.8M-\$8.2M** annual revenue at risk

**This loss will not surface in your KPIs for another 75 to 100 days.**

ASSUMPTIONS DRIVING THIS FINDING

enterprise win rate

procurement cycle length

competitive displacement rate

The revenue plan assumed Vantara would be competitive in enterprise accounts (\$500K+ ACV) at a win rate sufficient to sustain topline growth. [INFERRED] Procurement cycles in this segment have extended materially, and incumbent vendors are defending renewals with pricing concessions that were not part of the competitive environment at close. [TRIANGULATED] The enterprise ICP is generating qualified pipeline the current close capacity cannot convert. This condition compounds with every quarter the underlying belief goes uncorrected. [INFERRED]

Request a full Jovi<sup>OS</sup> revenue diagnostic for your company: over 250 assumptions scored, root causes of revenue drift identified, and plan outperformance surfaced before it becomes a missed opportunity. Contact Thevi at [thevi@jovi.ventures](mailto:thevi@jovi.ventures) or Joe at [joe@jovi.ventures](mailto:joe@jovi.ventures). Visit [jovi.ventures](http://jovi.ventures).