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# 3 ways Barracuda Networks transformed sales efficiency with Zoom Revenue Accelerator





01.

Less time on admin.  
More time to sell.

- **76% time savings** on documentation
- **2+ hours** reclaimed by reps

“

Before, I had to rely on what reps were saying, combined with scribbles and scattered documents. With Zoom Revenue Accelerator, we've exponentially streamlined the process.”



**Jensen Hammill**

New Business Manager, Americas,  
Barracuda Networks



“

We've saved time,  
exceeded quotas, and  
created a collaborative  
learning culture.”



Eugene Good

Lead Development Director,  
Barracuda Networks



02.

Smarter selling =  
more deals closed.

- **10-15% boost** in close rates
- **100-140%** sales target attainment
- **5% increase** in lead-to-opportunity conversion rate in just **90 days**



# 03.

## AI-first coaching with real results.



- **Targeted feedback** on real calls
- Call learnings used to accelerate new hire ramp-up
- **20% fewer** filler words = clearer, more confident reps

“

We use Zoom Revenue Accelerator playlists to share good versus bad calls with new hires, giving them a clear blueprint of how to run successful deals.”



**Anthony Leo-Mayes**

Enablement Lead,  
Barracuda Networks



zoom

Smarter sales.  
Faster growth.

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