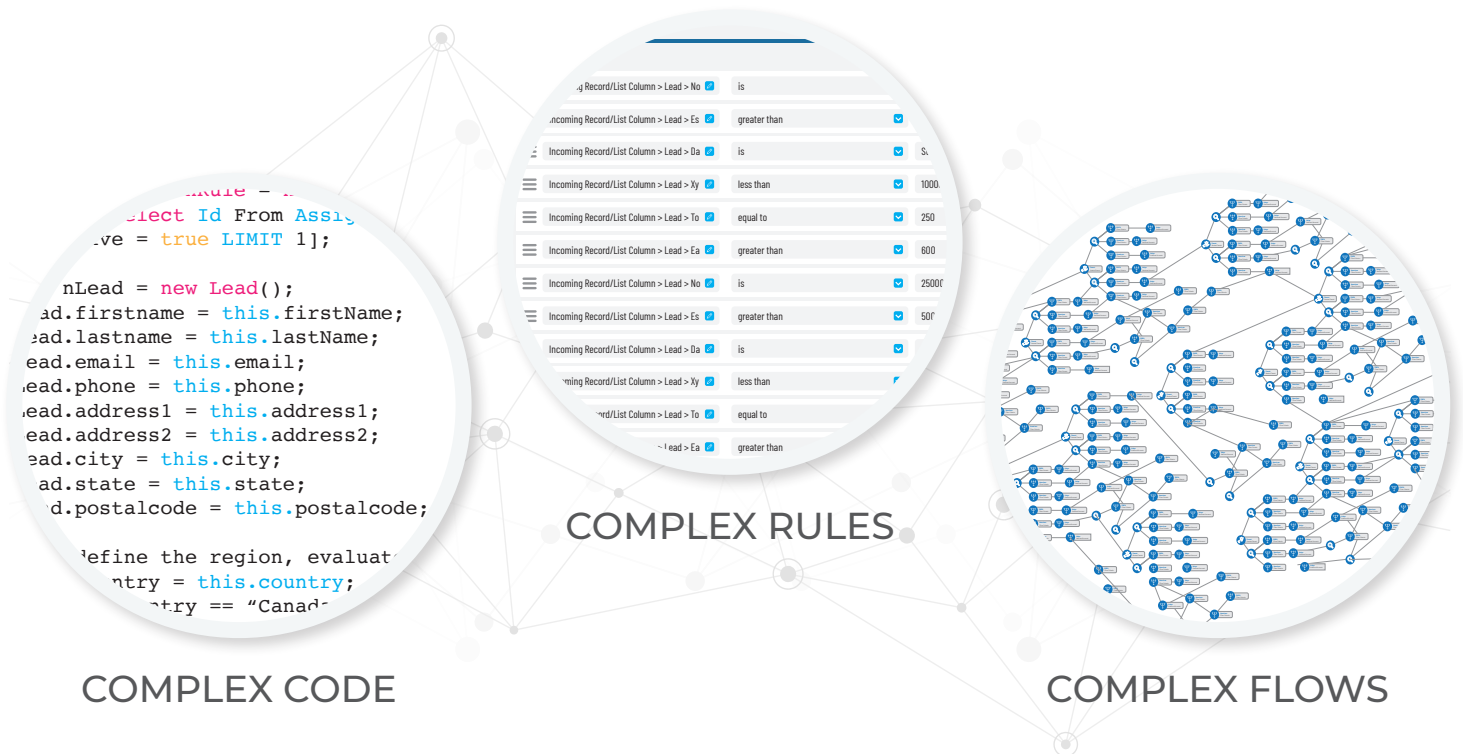


# Scaling Enterprise Growth: LeanData Routing with Multi-Graph

Empower each business unit to manage its growth plays, processes, territories and round robins

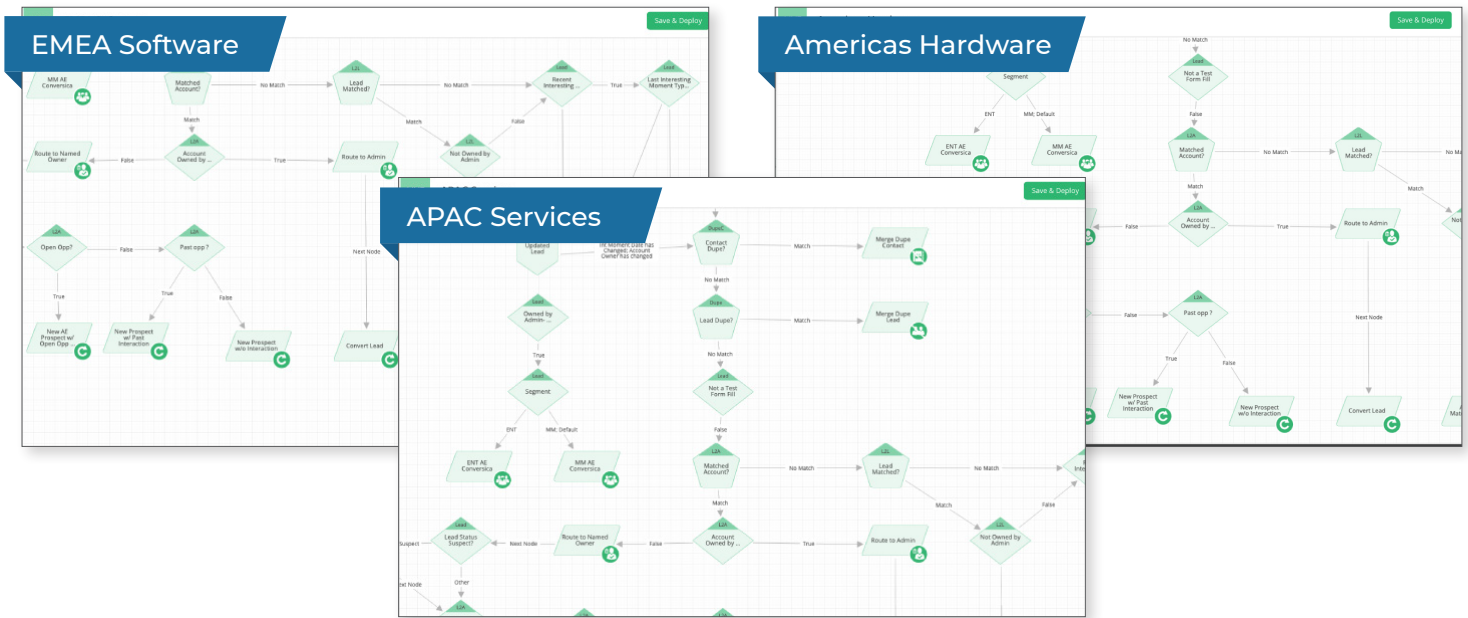
As your enterprise business scales, your growth plays get more complicated. Business units (BUs) and their unique strategies multiply, channels swell, territories are created and almost continuously tweaked, Sales teams expand, and more.

Once motions are in-play, the dynamic forces of the competitive market prevail, requiring adept, agile responses from your enterprise's revenue functions - changes that add even more complexity. In time, your rather straightforward initial growth plays and processes begin to look more and more confusing:



Each and every subsequent process adjustment brings inherent risks that limit your ability to effectively scale the business:

- Costly routing delays due to queueing at Ops or IT administrators.
- Routing flow breaks in one BU's processes caused by changes in another.
- Poor lead response times, lost revenue, and suboptimal buyer experiences from inefficient and inaccurate processes.



## LeanData Routing with Multi-Graph

LeanData Multi-Graph is an enterprise-level feature of LeanData’s best-in-class Routing solution, built specifically for organizations that need to scale across several BUs. Whether your enterprise organizes by division, product line, region, customer audience, or any other method, LeanData Multi-Graph pushes aside any one-size-fits-all approach and empowers each BU to manage its unique plays, processes, territories, and round robins without affecting the plays of other BUs.

Unleash your organization’s growth potential:

- **Design & Deploy Autonomously.** Individual BU-specific graphs that can only be edited by the BU to which they belong.
- **Optimize Continuously.** BU-specific territories and round robin pools make changes and management far more simple.
- **Go to Market with Confidence.** New user roles and permissions allow each BU to be confident processes are secure and will not be changed by other teams.

### Get Started Today:

Request Demo

Visit [LeanData.com](https://LeanData.com) to learn more about LeanData’s go-to-market operations solutions for Matching, Routing and Engagement, or visit us on [AppExchange](#).

## Why LeanData?

Today’s growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 800 customers and community of 5,000+ Ops Stars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!