BDO Canada Cut Market Intelligence Updates From 8 Hours to 1 With ZoomInfo

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The Canadian advisory firm replaced a day-long manual process with a direct ZoomInfo integration, and added forward-looking buying signals to how it measures client value

VANCOUVER, Wash.--(BUSINESS WIRE)--Jul. 14, 2026-- ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, has reported that BDO Canada, a leading advisory firm serving clients from startups to enterprises, has cut the time to update its market intelligence dashboards from eight hours to one, an 87% reduction, according to the company.

For an advisory firm, market intelligence is the edge. The difference between winning and losing a high-value relationship often comes down to knowing what a client needs before they do. Yet before ZoomInfo, BDO Canada gathered that intelligence by hand. Updating a single dashboard meant going into the data platform, downloading the information, and transforming it manually. It was a day-long process.

That cost more than time. While analysts wrangled data, the intelligence team could not give stakeholders the real-time insight they needed to act at the speed of their markets. And the firm's Client Value Index, which ranked relationships on revenue, engagement, and project history, was backward-looking. None of it showed where a client was headed next.

A direct data integration changed both problems. The manual work disappeared, and dashboard updates that once took eight hours now finish in one. The team calls the integration plug-and-play, easy to slot into any process, with information at a moment's notice. Then buying signals gave BDO Canada a forward-facing metric it never had. What a client is searching for signals where that client is trying to go, so the firm folded those predictive signals into its Client Value Index. Self-service dashboards let stakeholders across the firm filter their own insights instead of waiting on one team.

The results were fast. Dashboard updates dropped 87%, from eight hours to one, freeing analysts for strategic work instead of data wrangling, according to the company. The Client Value Index became forward-looking, moving client management from reactive to proactive. And self-service dashboards spread intelligence across multiple internal teams.

BDO Canada frames it as more than a software purchase. It transformed the firm's whole approach to go-to-market intelligence, moving from manual processes to real-time insight, from backward-looking metrics to forward-facing signals, and from departmental silos to firm-wide sharing. The firm continues to look for ways to work smarter at scale.

About ZoomInfo

ZoomInfo (NASDAQ: GTM), the all-in-one AI GTM platform, enables sales, marketing, and customer success teams to execute their go-to-market strategy with confidence. Powered by the industry's most comprehensive B2B data, including more than 100 million companies, 500 million contacts, and billions of signals, ZoomInfo delivers the intelligence, automation, and integrations that modern revenue teams need to identify, engage, and convert their best buyers.

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