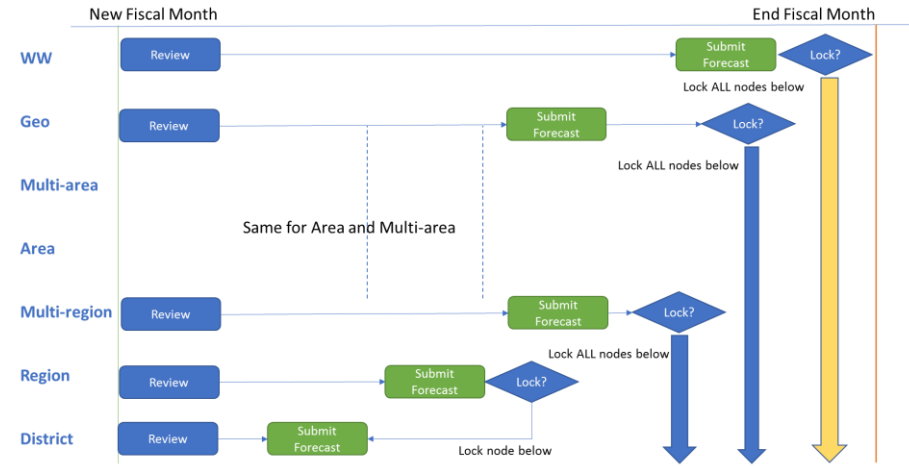


A market leader for software, systems and services for data storage, management, protection, and retention.

Business Challenges

- **Ineffective decision-making** as a result of the disjointed sales forecast data collection process.
- **Low user experience** because of complex access management in SFDC.
- **Low productivity** with a labor-intensive process involving a large number of manual steps
- **Missed opportunities** due to in-accurate forecasting cadence & timeline.
- **Limited functionalities** in the CRM tool.



Sales Forecasting Solution Delivered

- **Sales Hierarchy based forecast review**, adjust and override functions
- **Automation of data integration** and central data stores within Anaplan
- **Simplified user interface** with clear goals and connections to pipeline and bookings.
- **Forecasting adjustment control** to allow for mid-cycle corrections.
- **Metrics to measure forecast accuracy, trends and waterfall analysis.**
- **Forecast time bucket** to ensure increased accuracy during quarter ends



Benefits

- **Enhanced enterprise performance** by streamlining the sales forecast process with 8 levels of forecast adjustments for more than 300 users.
- **On-time completion of the forecast** (within 2 weeks) by introducing clear user actions and controlled workflows.
- **Better opportunity generation** with what-if analysis that made forecasts based on attainment trends to ensure sales reps do not miss any opportunity.
- **Improved sales user experience** with a smart and simplified interface that provided complete visibility into sales goals and linked it to pipeline and bookings.

