

FEATURED SUCCESS STORY:

Revenue Forecasting for a Global Telco & IT Major with over \$6B in revenues headquartered in Europe



PROBLEM STATEMENT:
Slow down in revenue growth rate. Leaders were not able to hold teams accountable for revenue forecast. Multi-dimensional forecast not available



CHALLENGE

- Revenue growth slowing down, not correlated with bookings
- Constant misses in revenue forecast
- Client consolidated 27 instances of CRM into Salesforce and looking to leverage SF as source of truth
- Global Transformation initiative for unified Sales & Revenue forecasting
- Broken process and lack of accountability for revenue
- Poor Analytics



SOLUTION

- ForecastEra helped define a global revenue forecast process & implement Forecast Navigator App
- Automated revenue forecasting from CRM
- Incorporated revenue recognition rules to pre-populate forecast for each opportunity
- Snapshot of data for each plan version
- Provided unified view of revenue forecast to each account manager
- Robust approval & review process



RESULTS

- Improved revenue accountability
- Ability to understand consistent poor performers for revenue
- Accurate basis for revenue guidance
- Immediate clean-up in overall pipeline upon tool roll out
- Product teams had a unified view of demand and forecast
- Faster access to forecasts every month by 10 days