

FEATURED SUCCESS STORY:

Revenue Forecasting for a global BPO company (\$500M+ revenue) owned by Private Equity



PROBLEM STATEMENT:
Leveraging Salesforce to produce accurate revenue forecast and plan ramp up in various Delivery centers across the globe



CHALLENGE

- Poor visibility into revenue and demand forecast
- Missed opportunity and delays in ramp up at key global delivery centers
- Finance and Sales plans in silos resulting in missed revenue
- COO driven initiative to get a consolidated view of forecasts



SOLUTION

- ForecastEra set up algorithms for revenue forecast in sales force based on estimated ramp up plans by delivery center
- Based on commit opportunities in Salesforce, automated revenue schedules were generated
- Weighted forecast for pipeline not in commit stages
- Each delivery center was able to see ramp up plan by key business area



RESULTS

- COO started using ForecastEra tool to drive revenue and cost decisions
- Finance leveraged revenue forecast pulls on a real-time basis for reporting to private equity owners
- Improved ramp up time by upto 12 days as each delivery center was able to see ramp up plan by key business area.