

# HOW XACTLY TRANSFORMED ITS SALES FORECASTING PROCESS AND ACHIEVED INCREASED ACCURACY WITH A DATA-DRIVEN SOLUTION

## » » » Xactly on Xactly Forecasting for Finance Professionals

### SITUATION

Xactly's Intelligent Revenue platform supports an organization's decision-making through the full revenue lifecycle. By focusing on planning, territories, quotas, incentives, and pipeline management and forecast accuracy, teams are able to seamlessly transition from strategy development through execution and prioritization of all aspects of the revenue optimization process.

With a new CSO coming on board, there was an enhanced need to hone in on improving revenue predictability, increasing rep performance, and strengthening the partnership between Sales and Finance. Xactly Forecasting allowed the team to have readily consumable insights at hand to make rapid, educated decisions that increase forecasting precision and revenue predictability.

### CHALLENGE

Prior to the creation of Xactly Forecasting, deal reviews and pipeline calls were all manual, relying heavily on gut instinct. Going through the sales forecasting process this way was based more on past experience and instinct rather than hard data, often leading to last-minute changes, missed numbers, and a lack of trust in forecasting calls. Prior to implementing Xactly Forecasting, there was no unified platform that could give sales leadership a comprehensive and integrated view of their revenue pipeline health.

### SOLUTION

For the Finance team, Xactly Forecasting provides increased visibility into forecasting and pipeline, creating a more collaborative and accountable relationship with the Sales team. Beyond that, Xactly Forecasting also prevents problems with inaccurate accruals. When an accrual is not as accurate as it could be it leaves companies with a large amount of money tied up in the balance sheet which could otherwise be invested back into growth initiatives or operating costs. Now, our internal teams are able to have a holistic view of all past and current sales performance to more accurately predict if specific sales targets will be hit.

Even with tight processes and a skilled sales team, if you don't have the right solution for sales forecasting it's not possible to maintain the level of rigor and consistency needed to forecast accurately.

With Xactly Forecasting, finance leaders and FP&A teams can:

- ▶ Trust the sales forecast
- ▶ Improve revenue predictability
- ▶ Identify and proactively mitigate risks in real-time vs at end of month or end of the quarter
- ▶ Better inform continuous financial forecasting, scenario planning, and other FP&A activities
- ▶ Gain insight into ideal customers via opportunity health metrics

In addition, the Finance team and the entire business is driven by what the revenue opportunity looks like. If sales leaders call those numbers inaccurately it's going to affect everything from cash flow in your business to prospecting and opportunities in Marketing. If you want to truly know how your business is doing, and enhance the alignment between Finance, Sales, and Sales Operations you need an accurate picture of what's going to happen as early as possible.

### RESULTS

- ▶ Increased revenue forecast accuracy with top-down views
- ▶ More intelligence and transparency into opportunity health with Xactly Forecasting's user-friendly dashboard
- ▶ Closed the gap between commit and quota using AI-guided sales coaching
- ▶ Easily manage and explain multi-level sales forecasts from individual sales reps up to the CEO
- ▶ Increase sales process compliance, improving the quality and completeness of CRM data without taking any more time from the sales team
- ▶ Consistently execute on winning sales strategies

