

# ABM Federal Drives Digital Transformation with Xactly Forecasting



## ABOUT ABM FEDERAL

ABM Federal, an IT hardware, services, and security provider to federal agencies, is on a mission to turn the company into a \$100 million business over the next three years. As a result, ABM Federal is now acutely focused on identifying ways to accelerate growth and employed Xactly Forecasting, a piece of Xactly's first-of-its-kind, end-to-end Intelligent Revenue platform, to optimize their revenue pipeline management.

## CHALLENGES

ABM Federal has been around for several decades, and traditionally the company relied on field salespeople using basic reporting tools to meet sales and revenue goals. Yet, even prior to COVID, ABM Federal was committed to a full digital transformation to update and modernize its sales processes. The pandemic accelerated this need to transform the way the team operated.

As a government contractor, ABM Federal's growth needs to be driven more by contractual business (long-term agreements) versus the transactional approach the company's sales team has too heavily relied upon over the past 10 years. They needed a clear way to ensure their funnel was more predictable and accelerate revenue generation, especially after a tumultuous 2020. We recently spoke with Ron Alphin, Vice President of Sales Operations, about his experience using Xactly Forecasting, and he shared that, **"Switching from transactional to the contractual model will allow us to have more revenue predictability, and in turn, reach those growth targets that the organization has set."**

## SOLUTION

With Xactly, ABM Federal is able to capture data throughout the sales cycle and streamline their sales forecasting, a previously ineffective process. Through identifying shifts or shortcomings within its funnel, ABM Federal can remain agile and quickly respond in order to stay on track.

Using Xactly, Alphin says even his meetings with sales representatives have become more efficient. Now, he's able to easily review his team's individual forecasts and, instead of using up time to go over the numbers, jump right into key learnings and next steps— especially critical if they're off pace. Alphin added, "With Xactly Forecasting, we are looking strategically at the revenue that a potential customer could bring in, and it can show me the value of the deal before it comes in. Do I factor in partners? Does it impact the margin? What's the probability of winning and why? With this solution, I can look at each individual salesperson's funnel and opportunities. It's easily presented within the dashboard and informs a more accurate forecast call and allows us to create more intelligent revenue management processes."

A major value add that Xactly Forecasting brought to ABM Federal was the increase in transparency and visibility. As Alphin said "It has helped us improve visibility 1000 times," He notes that he dives into the Xactly platform every day, which provides him with a real-time, holistic picture of the health of ABM Federal's accounts and funnel—a stark contrast to when the company was tracking all sales activity on spreadsheets or handwritten notes.



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In terms of sales team adoption of the solution, Alphin shared some helpful insights, “To me, it’s all about consistency. I was a sales rep, and I remember what it was like to be focused on closing the deals. In order for them to adopt the tool, it was all about showing them the value. Continuously driving what the value was for them has made the Xactly Forecasting solution a must-have for our sales team.” As a result, ABM Federal is improving overall communication among the sales team and increasing transparency.

Armed with visibility and transparency unlocked by Xactly Forecasting, ABM Federal has the solutions they need to help achieve, and even surpass, their revenue goals.



## RESULTS AND VALUE ADDS

- ▶ Increased visibility into sales pipeline, resulting in more accurate forecasting calls
- ▶ Strategic rep coaching toward most financially viable deals, resulting in more intelligent revenue
- ▶ Ability to accurately predict which deals will close in a given time period
- ▶ Enhanced transparency between Sales and Sales Operations, resulting in time savings
- ▶ Ability to make data-backed financial predictions

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## ABOUT XACTLY

Xactly empowers growing enterprises to effectively manage their revenue generation. Xactly’s Intelligent Revenue platform carries organizations through the full revenue lifecycle by focusing on planning, territory and quota, incentives, and pipeline management and forecasting from initial strategy development through execution and prioritization of all aspects of revenue optimization. Harnessing the power of AI, Xactly’s scalable, cloud-based platform combines great software with the industry’s most comprehensive 16-year data set to give customers the trusted insights they need to improve sales performance and grow revenue. Xactly’s 16-year proprietary data engine is powered by insights from Salesforce, Oracle, People.ai, and Gainsight, and continues to expand.

To learn more about Xactly and the latest issues and trends in revenue intelligence, follow us on [Twitter](#), [Facebook](#), and subscribe to our [blog](#).

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