



## Build vs. Buy Forecasting Solutions

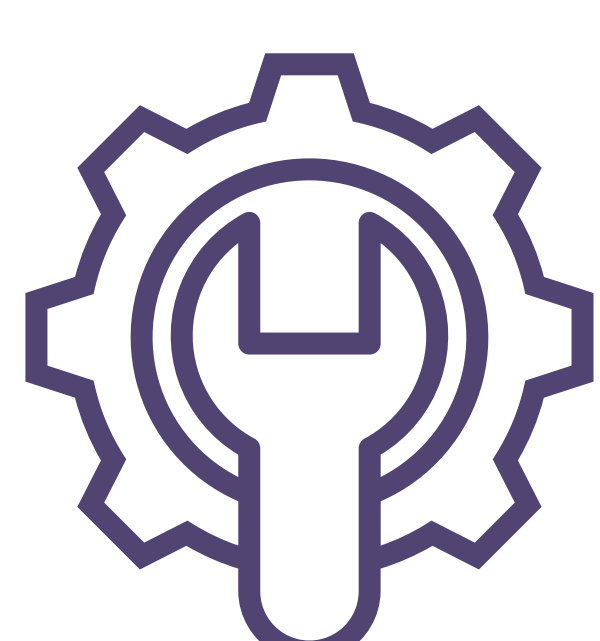
Factors to help  
settle the dilemma

In a challenging business climate—with economic turbulence, budget constraints, employee churn and global conflict—it's critical to have a clear picture of your financial situation and a future-looking plan.

Are you currently using a home grown, manual forecasting process that requires little to no investment? Oftentimes, these inefficient, error-prone solutions wind up costing you more in the long run.

On the flip side, forward-thinking organizations are making an initial investment in an automated forecasting solution with powerful out-of-the-box features and flexible customization options.

Let's compare  
below.



### BUILD

## VS



### BUY

✓ Requires smaller upfront cash expense

✗ Expands cost for maintenance and resource dedication

✗ Increases calculation errors and forecasting inaccuracy due to manual, disparate spreadsheets

✗ Escalates time spent on sales forecasting losing sales opportunities

✗ Causes disputes on how the forecast was produced due to multiple owners and undefined standard parameters

✗ Ramps up administrative efforts with hours of data manipulation and report building

✗ Compiles data and reports using a manual process that fits the business only at a current moment in time

✗ Exhausts internal resources as processes scale and business grows

✗ Misses potential revenue opportunities and identifying risks in critical deals

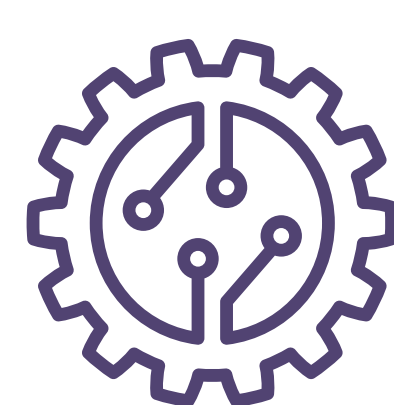
✗ Fails to optimize opportunity stage progressions to achieve quota



#### Cost

✗ Invests more upfront

✓ Limits capital expenditure after initial purchase



#### Manual vs. Automated

✓ Automates data to leverage the insights needed to drive revenue

✓ Works from a standardized set of metrics to inform better business decisions



#### Administration

✓ Forms an accurate forecast with templates that simplify data analysis

✓ Creates and manages reports with quick drag and drop functionality



#### Customization and Scalability

✓ Utilizes an automated forecasting solution that evolves with growing business and sales processes

✓ Centralizes activities and data to enable increased agility and scalability



#### Gut Instinct vs. Data-Driven Insights

✓ Analyzes data formulated from artificial intelligence to reduce the need for subjectivity in sales forecasting

✓ Takes a proactive approach to plan for disruption

## » READY TO EXPLORE? «

Discover a simpler and more powerful way to forecast your revenue.

### ABOUT XACTLY

Xactly® has helped thousands of companies and millions of sellers around the world beat their revenue targets. Using Xactly's solutions, leaders look past the current quarter to create revenue streams for long-term growth.

The Xactly Intelligent Revenue Platform® marries artificial intelligence and almost 20 years of proprietary data in easy-to-use applications. Sentiment, process and trend analysis come

together to form accurate machine forecasts. Quick identification and implementation of revenue plans, quotas and territory improvements are easy. And, rapid calculation of even the most complex compensation plans keeps sales reps motivated and on track. This makes the Xactly® Intelligent Revenue Platform the only solution that aligns seller behavior with boardroom strategy to create a resilient, predictable, and profitable business.

