

IFS Increases Sales Team Productivity with Xactly Forecasting®

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Xactly sat down with Grant Blenkinsopp, Director of Business Operations, and Sal Laher, Chief Digital and Information Officer and EVP at IFS, to discuss their first year and beyond with *Xactly Forecasting®*.



IFS Before Xactly Forecasting®

IFS was in the midst of a three-year digital transformation journey to consolidate its many siloed regional ERP solutions and relocate them to a single global platform in the cloud utilizing IFS's own software. Part of this consolidation effort included replacing its legacy forecasting solution to better scale alongside IFS's unbelievably fast growth. The former forecasting system would regularly fail during weekly forecasting calls with the CRO and other key execs.

Blenkinsopp added, "With Xactly Forecasting, I can attend a call without having my heart in my throat. I know the sales forecasting data will be available and accurate at critical moments."

“There is no paper floating around anymore. Everything is online, dynamic, and in real-time. This has been our strategy, and Xactly’s products complement this strategy with their availability in the cloud.”

SAL LAHER,
CHIEF DIGITAL AND INFORMATION OFFICER
IFS



CREATING COLLABORATIVE PARTNERSHIPS

IFS needed a reliable, flexible, and niche forecasting solution from a dependable partner that could keep up as IFS scaled. Already using Xactly's *Incent* solution, leaders at IFS decided to implement *Xactly Forecasting*, as they appreciated Xactly's product development, professionalism, and collaboration.

Xactly aligned with IFS's "customer is at the heart of everything we do" philosophy to ensure that *Xactly Forecasting* provided substantial value over their bespoke legacy solution. IFS saw Xactly's willingness to collaborate on product development to fit the needs of its sales base, and the two organizations collaborated to create new product features that were a necessity for IFS.

"Xactly Forecasting has paid for itself in the benefits we are deriving and we can go on to bigger and better things."

SAL LAHER,
CHIEF DIGITAL AND INFORMATION OFFICER
IFS

MEASURING SUCCESS

IFS's implementation of *Xactly Forecasting* has not only been a major success for IFS but is an example of what strong corporate collaboration can look like. The partnership has allowed IFS and Xactly to work together and create features that have been integral to IFS's recent success. By working closely together, the team improved *Xactly Forecasting*'s features, making it better for all of Xactly's customers. With Xactly, IFS has:

- **Increased sales productivity by 10-15%**
- **Improved accuracy of CRM data by 20-30%**
- **Restored trust between IFS's sales leaders and the C-Suite**

WHAT'S NEXT?

As IFS continues growing and acquires new companies, *Xactly Forecasting* will remain critical to their sales team's performance. Xactly and IFS will work together and update features to adapt to IFS's evolving needs.

To learn more about Xactly and the latest issues and trends in intelligent revenue, follow us on [LinkedIn](#) and visit <https://www.xactlycorp.com>.



HOW HAS XACTLY HELPED?

- ★ **STABILITY**
There is more trust between the sales department and the C-Suite at IFS around the forecasting process because of *Xactly Forecasting*, as the platform never fails during important calls. The data is correct, dynamic, reduces the number of actions needed, and fostered favourable behaviour in relation to data accuracy in the business.
- ★ **PERFORMANCE**
Integration between the CRM system and the dashboard has improved greatly and occurs within two hours, giving leaders at IFS certainty in the data.
- ★ **SCALABILITY**
As IFS scales, it has the ability to build additional dashboard dimensions to enhance and support its growing global reporting requirements.
- ★ **ACCURACY**
CRM opportunities are up-to-date because of the transparency achieved by using *Xactly Forecasting* and *Xactly Forecasting* has helped to drive better sales activity change in the organization.
- ★ **DEPENDABILITY**
IFS can trust that the data from *Xactly Forecasting* will be available when needed.

Why Choose Xactly Forecasting?

FORMALIZE FORECASTING PROCESSES TO CRUSH YOUR NUMBERS

Structure forecasting processes while allowing easy configuration to meet unique business needs, enabling sales and revenue leaders to uncover opportunity risks early.

INCREASE ACCURACY WITH MULTI-LEVEL, AI-AUGMENTED FORECASTS

Create interactive, multi-level, tailored visualizations across teams, products, or revenue types for a more efficient and holistic understanding of your pipeline.

IMPROVE PIPELINE INSPECTION WITH DYNAMIC HEALTH AND CONFIDENCE SCORING

Provide sales managers and operations teams the ability to closely monitor sales pipeline health via filters that quickly sort and pinpoint data.

FORECAST COMMISSIONS ALONGSIDE PIPELINE MOVEMENT

Automate processes involved in commission earnings forecasting by combining the power of Xactly Incent and Xactly Forecasting to address a constantly shifting pipeline that impacts projected revenue and costs.

PRESCRIPTIVE ANALYTICS TO INFLUENCE REP BEHAVIOR

As deals progress, the relevant opportunity data is automatically captured from the reps to improve CRM hygiene. Xactly Forecasting also guides sellers to take 'next best actions' for each opportunity to comply with winning sales strategies. Additionally, AI-driven coaching insights continuously help improve a rep's sales performance to ensure overall organizational success.

STRENGTHEN COLLABORATION ACROSS TEAMS

Greater pipeline visibility for cross-functional teams like Finance, HR, and Operations boosts confidence in sales numbers, improves revenue predictability, and drives greater alignment throughout the organization.

**Learn more about Xactly Forecasting and
request a demo at xactlycorp.com**

LEARN MORE

ABOUT XACTLY

Xactly was founded by a sales leader, for salespeople everywhere. Xactly's AI-powered Intelligent Revenue Platform gives Revenue Operations teams the data they need to power sales leaders to plan with agility, motivate with intention and predict with conviction. We are on a mission to transform the sales industry with AI to power reps and leaders to deliver results regardless of circumstances. To learn more about Xactly and the latest issues and trends in intelligent revenue, follow us on [LinkedIn](#), and visit <https://www.xactlycorp.com>.