

Top 10 Financial Data Services Company

The Company maintains information on more than 220 million companies worldwide and licenses this information for use in credit decisions, business-to-business marketing and supply chain management.

Business Opportunity

With a sales org of over 1,000 reps, the Company did not have a clear outlook on its sales forecast. Combined with hundreds of thousands of customers, an ever-growing selection of products, and an expanding sales force, the executive team had difficulty aligning and agreeing on priorities. Objectives were to:

- Understand sales metrics across a complex sales organization
- Incorporate scenario and predictive analysis for better fidelity
- Run a data-driven sales organization

Technical Challenges

- Hundreds of reports on sales, product performance, orders, deals, products, etc.
- Reports for 1000+ sales people
- Replace BOBJ and Cloud9 reporting solutions

Results / Outcomes

- Successfully delivering sales analytics to 1000+ sales reps
- Improved sales performance by targeting deals & products with the highest chance to close
- 1000+ sales professionals | 1 forecast executives can trust

Why Birst?

- Birst automated predictive capabilities: pipeline snapshots, matching with conforming dimensions (orders), and slowly changing dimensions (territory changes)
- Robust integration with Salesforce
- Automatic aggregation of multiple data sources to provide a full view of sales – from historical to future



CHALLENGE -

Clear sales forecast across a growing selection of products and expanding sales force

RESULTS -

1000+ SALES REPS = **1** FORECAST