

## Right90 Solution for an Actionable Sales Forecast



### Key Benefits

- ▶ **Enforce Accountability**  
Managers can immediately see which customers and reps are driving changes in the sales forecast – valuable insight for vetting these changes and holding reps accountable for providing good forecasts going forward.
- ▶ **Obtain a Trusted, Actionable Sales Forecast**  
Built on the foundation of Right90 Sales Forecast Capture, Change Analytics alerts management to material changes in the forecast and identifies areas to take action.
- ▶ **Understand What is Changing and Why**  
Provides sales executives with immediate insight into the key drivers as the sales forecast changes across products, regions, customers, and sales reps.
- ▶ **Drive the Actions Required to Impact the Quarter**  
Enables management to pinpoint specific actions that will enable sales to achieve its number.

## Understanding Forecast Trends

Obtaining visibility into major trends across all of the details in a sales forecast has never been more important. Management has an urgent need to understand:

- ▶ What has changed in the forecast?
- ▶ Why did the forecast change occur?
- ▶ How can I respond?

Unfortunately, these questions are not easily answered today because existing solutions only provide snapshots of a sales forecast and fail to expose changes at the proper level of detail or in a timely fashion to enable management to drive action.

Right90 Change Analytics leverages the data from the Right90 Sales Forecast Capture™ application and shows how a forecast changes over time. Interactive charts with drill-down/drill-up features and out-of-the-box root cause analyses enable management and operations to quickly understand what's changing, what's driving that change and what should be done about it.

Sales management can easily identify how small or seemingly insignificant changes at the product or region level have the potential to make a big impact on the quarter. Sales management can also leverage this insight to hold reps accountable for the forecasts they provide. Such immediate and detailed insight enables management and operations to take the right actions needed to drive revenue and reduce inventory.



Change Analytics provides a graphical depiction of how the sales forecast has evolved over time, answering the three critical questions for any sales executive.

*“Being able to pinpoint the cause of a change in the sales forecast and react to that in real time is invaluable for our sales team and company. Right90 Change Analytics gives us just that.”*

**Andy Pease**  
President, QuickLogic

Change Analytics takes sales forecasting analysis to a new level. Combined with Right90 Sales Forecast Capture, Change Analytics provides sales management with the ability to capture data, vet the sales forecast, understand patterns and quickly make key decisions to impact the quarter.

With the forecast evolution chart, users are able to zoom in on specific areas that require attention, and the application displays how each sales rep's forecast has evolved – highlighting improvements or degradations in individual performance.

› **Interactive Charting and Drill-down**

- Interactive charts with drill-down/drill-up capability enable end users to navigate multi-dimensional forecast data and easily identify changes to a forecast and root cause.

› **Forecast Evolution Dashboard**

- Forecast Trending View shows how forecast changes over time.
- Forecast Change Transactions report shows volume of forecast changes occurring in a specific time period – often a leading indicator of significant changes to the sales forecast.

› **Suggested Change Drivers**

- Automatically suggests the top reasons for changes in a sales forecast across multiple dimensions including customers, products, regions, reps or a custom dimension.
- Change Drivers are suggested based on units, price or revenue impact.

› **Suggested Change Distribution**

- Automatically suggests whether changes in a sales forecast are due to a price reduction, change in order size, or a win/loss in terms of new business.
- Change Details view shows every update to the forecast and explains why the changes have occurred.

Change Analytics delivers immediate insight to management so they can take the right actions to increase revenue and reduce inventory volumes.

Change Analytics is the perfect addition to Right90 Sales Forecast Capture, enabling companies to build a trusted, actionable sales forecast that the rest of the company can use to increase revenue, reduce inventory and guide external stakeholders. Global 1,000 companies are using an actionable sales forecast to make the key business decisions in time to immediately impact the business. Customers of Right90 have benefited from:

- › 5% increase in revenue
- › 15% increase in forecast accuracy
- › 20% decrease in inventory
- › 60% reduction in forecast cycle time

## About Right90

Right90 is a market leader in sales forecasting solutions. Right90 delivers a powerful suite of SaaS-based applications that enable companies to generate an actionable sales forecast. By integrating with leading CRM and ERP systems, Right90 applications help companies to drive higher revenue, greater margins and increase sales performance. For more information, visit [www.right90.com](http://www.right90.com) or call 1-650-638-9090.



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