

Right90 Solution for an Actionable Sales Forecast



Key Benefits

- ▶ **Increases Adoption**
Sales reps can easily input their forecasts while updating account/opportunity information thereby increasing sales rep adoption of the forecasting process.
- ▶ **Increases Sales Productivity**
Sales reps spend less time forecasting and more time selling. Sales Ops teams analyze the forecast instead of assembling the forecast.
- ▶ **Maximizes Salesforce CRM Investment**
Increases adoption of Salesforce CRM, while maximizing the investment in Salesforce CRM by driving a trusted forecast from a joint CRM-forecasting solution.

For most organizations, capturing and rolling up the sales forecast represents a tedious error-prone process with little business value. Sales reps spend too much time in the forecasting process – time that could have been spent selling. Still, the sales forecast is incomplete and unavailable in a timely fashion. Sales operations and sales managers spend a lot of time rolling up the forecast and reporting – with little to show for it since they still lack the information necessary to assess forecast quality and vet the forecast. Finally, Operations and Finance may not act on the sales forecast anyway because they see it as incomplete, out of date, and subjective. The result – companies are missing out on opportunities to optimally drive revenue and margin performance.

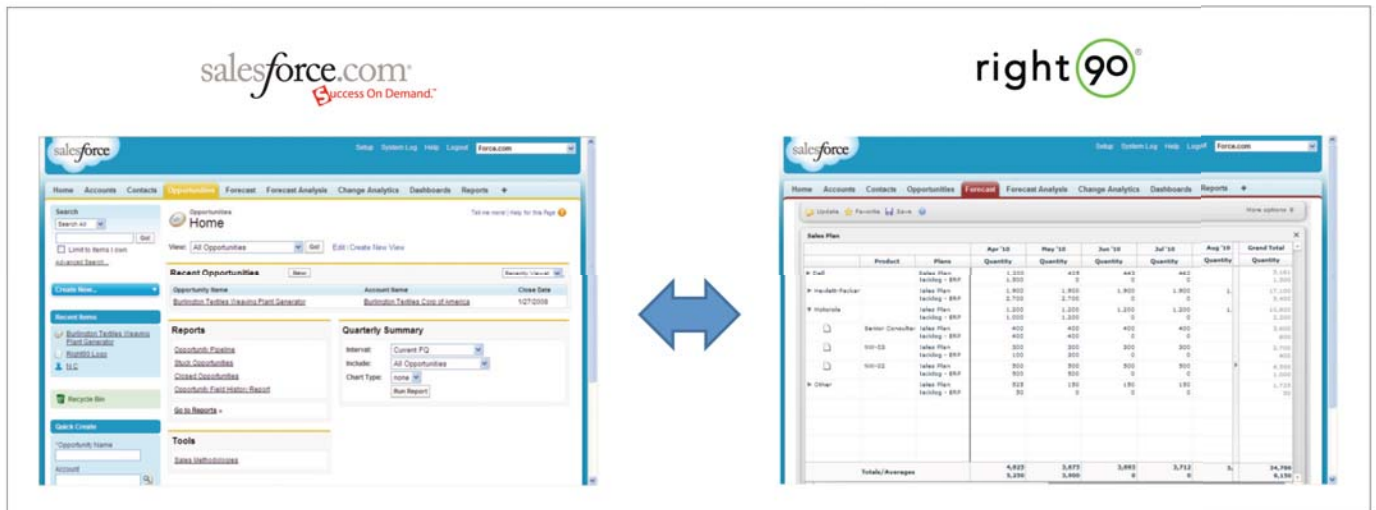
What is needed is an actionable sales forecast – one that is complete, timely, and consistent in its outcomes. A key best practice in achieving an actionable sales forecast is to ensure adoption of the forecast process across the sales and marketing organizations. This ensures that you are getting the most complete picture of demand in as timely a fashion as possible.

A Seamless Integration between Account/Opportunity Management and Sales Forecasting

Driving adoption is enhanced by integrating forecasting with the account/opportunity management activities that are typically carried out within a CRM system like Salesforce CRM.

An integrated sales forecast and CRM solution:

- ▶ Provides a single intuitive user interface to foster high rep adoption and a complete forecast, so reps spend more time selling and less time forecasting.
- ▶ Enables a seamless exchange of forecast master data between Salesforce CRM and the forecasting application to ensure data consistency and application reliability.
- ▶ Is flexible enough to integrate company specific master data and custom information between Salesforce CRM and the forecasting application.
- ▶ Is simple enough to be deployed by a business analyst quickly.



With Right90 Connector for Salesforce CRM, forecast data is automatically transferred from Salesforce CRM to Right90.

Right90 Connector for Salesforce CRM

Combined with Right90 Sales Forecast Capture™, Right90 Connector for Salesforce CRM delivers a pre-built integration for Salesforce CRM. The Right90 Connector provides a single application end user experience for sales teams to create a trusted, actionable forecast. It includes the necessary functionality to deliver a single integrated solution:

- ▶ **UI integration** ensures all users log into only one application for both forecasting and CRM functions.
- ▶ **Forecast master data integration** provides a flexible mapping algorithm between Right90 and Salesforce CRM to ensure all accounts, opportunities, products and regions flow seamlessly into Right90.
- ▶ **Custom attribute integration** ensures that custom information in Salesforce CRM can also be integrated into Right90 to provide management with more information to judge and review the forecast.
- ▶ **Opportunity product update** ensures the forecast data from Right90 is transferred to the Salesforce CRM opportunity product object to ensure the two applications share the exact same forecast data.

A Trusted, Actionable Sales Forecast

Right90 Connector for Salesforce CRM combined with the Right90 Sales Forecast Capture application delivers business results. Global 1,000 companies are using an actionable trusted sales forecast to make the key business decisions to immediately impact the business.

Customers of Right90 have benefited from:

- ▶ 5% increase in revenue
- ▶ 15% increase in forecast accuracy
- ▶ 20% reduction 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 or call 1-650-638-9090.



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