



Right90 Sales Forecast Capture™

Driving an Actionable Sales Forecast

Right90 Solution for an Actionable Sales Forecast



Key Benefits

- ▶ **Maximizes Revenue**
Sales executives obtain a trusted, actionable sales forecast enabling them to pull the right levers to impact revenue (e.g., changes in price, product mix or faster lead times).
- ▶ **Reduces Inventory**
Minimize inventory positions with an accurate and timely sales forecast.
- ▶ **Increases Sales Productivity**
Sales reps are able to spend more time selling and less time forecasting. Sales operations teams can focus on analysis, not data collection.
- ▶ **More Actionable Sales Forecast**
Using an easy to use application, sales reps can provide a more complete forecast in as timely a fashion as possible.

Incomplete, Inaccurate and Not Timely Sales Forecasts

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 instead of selling. Sales operations and sales managers spent a lot of time rolling up the forecast and reporting – with little to show for it. 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 Finally, Operations and Finance may not act on the sales forecast anyway because they see it as incomplete, out of date, and subjective.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 sales forecast is not actionable and as a result, companies are missing out on opportunities to optimally drive revenue and margin performance.

An actionable sales forecast is 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 organization. This helps ensure that you are getting the most complete picture of demand in as timely a fashion as possible.

Driving an Actionable Sales Forecast through Increased Adoption

There are various ways to increase adoption of the sales forecasting process across sales and marketing.

- ▶ Provide an intuitive interface for entering the forecast – one that enables sales reps to provide a more complete forecast in as little time as possible so that they can be out there selling.
- ▶ Provide flexibility to capture and rollup multiple different forecast plans at any level of detail, so that each forecast plan can be digested by sales, operations, marketing and finance groups.
- ▶ Provide the ability to show reference information to better inform sales forecasts.
- ▶ Provide comparison capabilities to enable all users to monitor forecast performance (forecast to shipments) or understand the specific variance between different forecast plans.
- ▶ Provide management with ability to apply layered judgments to arrive at a more trusted forecast.

		Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Grand Total
		Quantity	Quantity	Quantity	Quantity	Quantity	Quantity	Quantity
▶ Dell	Sales Plan	1,200	1,200	1,200	1,200	1,200		13,200
	Backlog - ERP	1,100	1,500	0	0	0		3,600
	Stat Plan	1,200	1,200	1,200	1,200	1,200		14,400
▼ Hewlett-Packard	Sales Plan	1,900	1,900	1,900	1,900	1,900		20,900
	Backlog - ERP	2,700	2,700	0	0	0		8,100
	Stat Plan	2,600	2,600	2,600	2,600	2,600		31,200
HC 10	Sales Plan	300	300	300	300	300		3,300
	Backlog - ERP	300	300	300	0	0		900
	Stat Plan	300	300	300	300	300		3,600
AV-02	Sales Plan	800	800	800	800	800		8,800
	Backlog - ERP	800	800	800	0	0		2,400
	Stat Plan	800	800	800	800	800		9,600
AC-01	Sales Plan	600	600	600	600	600		6,600
	Backlog - ERP	700	600	600	0	0		1,900
	Stat Plan	600	600	600	600	600		7,200
Senior Consultant	Sales Plan	200	200	200	200	200		2,200
	Backlog - ERP	900	1,000	1,000	0	0		2,900
	Stat Plan	900	900	900	900	900		10,800
▶ Motorola	Sales Plan	1,200	1,200	1,200	1,200	1,200		13,200
	Stat Plan							
Totals/Averages		4,800	4,825	4,300	4,300	4,300		48,325
		5,200	5,250	3,900	0	0		14,350
		5,216	5,216	5,216	5,216	5,217		62,600

Increase Sales Productivity and Forecast Quality

Right90 Sales Forecast Capture is a key component of the Right90 Sales Forecasting solution. The application consists of features to drive adoption of the sales forecasting process and ensure that you are getting the most complete forecast in as timely a fashion as possible.

Easy to Capture

- ▶ **Rapid Web forecast and RightCaster™ Wizards** provide a Microsoft Excel®-like interface and wizard to easily model common forecasting tasks such as ramp-up, price decay and shifts, in a fraction of the time it takes using other tools.
- ▶ **Bi-directional Excel integration** lets users export Right90 forecasts, manipulate data offline in Excel and upload edited forecasts into the application.
- ▶ **Multi-level and multi-plan forecasting** enables users to create multiple different forecast plans at any level of hierarchy. For example, product marketing can forecast at product line level while sales can forecast at the account level and still compare their forecasts.

Automated Rollup

- ▶ **Multi-dimensional rollups and drill down** enable management to understand the forecast at an aggregate perspective and drill-down into product, customer or region hierarchies.
- ▶ **Variance analysis** enables users to compare the forecast as of any point in time to the forecast today, and instantly know what changed.
- ▶ **Forecast process modeler** enables management to apply layered judgments while maintaining the sales rep forecast for accountability and accuracy.

Proactive Monitoring and Analysis

- ▶ **Accuracy and attainment analysis** allows users to spot trends in forecast performance and evaluate forecast performance by users, customers, or regions.
- ▶ **Change alerts** proactively notify users of any significant movements in the forecast based on predefined thresholds.
- ▶ **Forecast to target analysis** enables users to understand specific percentage and absolute variances between forecast and target at aggregate or detail level.

An Actionable Sales Forecast

Right90 Sales Forecast Capture delivers real business results. Global 1,000 companies are using an actionable 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% 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 or call 1-650-638-9090.



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