



## OPTIMIZED TERRITORY MANAGEMENT PROCESS IN ANAPLAN FOR GLOBAL TELECOMMUNICATIONS PROVIDER

This telecommunications provider is a corporate component of the Dow Jones Industrial Average and one of the largest multinational communications companies. The company offers voice, data, and video services solutions on its award-winning networks and platforms, delivering on customers' demand for mobility, reliable network connectivity, security, and control.

They employ over 120,000 people in more than 150 locations globally.



**INDUSTRY**  
Telecommunications



**USE CASE**  
Territory Management



**TECHNOLOGY**  
Anaplan

## CHALLENGES

This organization's legacy global enterprise territory management processes used manual, Excel-based macros, which required IT teams to configure hard-coded plan configuration rules annually. Account and personnel hierarchies failed to reflect daily organization and rollup updates. Inconsistent validation processes caused calculation anomalies to downstream quota calculations. Security controls for account and personnel hierarchies did not exist. Additionally, a failed implementation by another consulting firm was not scalable, rep-centric, nor focused on business process steps, which produced incorrect results. Both tools did not leverage data already existing within their existing Anaplan models for real-time territory configurations.

## SOLUTION

Accelytics partnered with this communications company to provide sales operations the ability to internally configure annual plan and territory changes, make daily updates to the territories of global enterprise sales personnel, request exception processing, and target approvals by specific individuals. Accelytics not only worked with key personnel across multiple global groups, but also reconfigured their processes to streamline territory update processes and led rigorous user acceptance / parallel testing for nine (9) sales operations groups.

## RESULT

Accelytics developed a solution that allowed the client to bring territory management into a singular, automated process and eliminated the need for disconnected Excel spreadsheets across groups and multiple systems. Annual plan and territory rules are fully configurable and business-owned rather than being hard-coded. Forty million+ possible configuration options were provided according to group-specific rules (9 operations groups, 15 business cases, 20 policy validations, 35 plan segments, and 460 compensation plans).

This client decreased territory update time and approval times, while also being able to flag time-sensitive updates.



Accelytics stands for "accelerated analytics." Our team specializes in business process optimization and technology enablement within the scope of supply chain, sales performance management, and financial planning and analysis.

Accelytics leverages its Accelerated Approach methodology to help clients establish industry focused sustainable processes while using technology as a true enabler to the process.

Our experienced team delivers a broad range of services to help clients throughout their entire transnational journey.

We provide solutions that include business process optimization, technology enablement and support services.

Accelytics is headquartered in Houston, TX with offices in Dallas, Denver, Minneapolis and New York.

Learn more at [www.accelytics.com](http://www.accelytics.com).