



RAPID SALES ENABLEMENT OPTIMIZATION IN ANAPLAN FOR LEADING PRINT & MARKETING COMPANY

This leading commercial printing and publishing company, with additional offerings in marketing strategy & management services, is an NYSE-listed company and a member of the Fortune 1000.

The company has operations in 14 different countries worldwide, employing over 15,000 people globally.



INDUSTRY

Publishing and Marketing



USE CASE

Sales Performance Management



TECHNOLOGY

Anaplan

CHALLENGES

This company was facing several pain points with its existing Anaplan implementation, intended to enable the efficient planning of sales territories & accounts, along with enablement of self-service reporting capabilities for sales leaders and field reps. Due to suboptimal design by another implementation partner, the organization was unable to effectively leverage their solution to meet critical monthly reporting requirements. Specific issues included system performance, data integrity concerns, and overall end-user experience.

SOLUTION

Accelytics partnered with the client to implement a rapid recovery plan for their investment in Anaplan and re-solution key functionality across its Anaplan SPM models. With limited internal knowledge of their models' design and configuration, the client engaged Accelytics to bring their sales enablement models to a functional state within an extremely aggressive month-end reporting timeline. Accelytics conducted a series of process-oriented workshops to quickly understand their high-level business processes for insights into an end-to-end technical solution review and redesign.

RESULT

Within a rapid two-week turnaround from the time they engaged Accelytics, the client was able to begin leveraging their previously unusable Anaplan solution to successfully execute key audit, reporting, and planning functions.

Despite extremely limited business knowledge of the solution, and no available process or design documentation, Accelytics was able to quickly understand their sales processes and independently implement solutions for all critical issues identified by the business.

The client is now able to realize a return on its Anaplan investment and utilize a sustainable and scalable tool to significantly decrease the length of its planning cycles, and to effectively facilitate those cycles for years to come.



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.