ketteQ

CASE STUDY 2022

OVERVIEW

Trimble (NASDAQ: TRMB) is an industrial technology company transforming the way the world works by delivering solutions that enable its customers to thrive. Founded in 1978, Trimble supports global industries in building and construction, agriculture, geospatial, natural resources and utilities, governments, transportation, and others. Trimble also specializes in hardware development of global navigation satellite systems, receivers, scanners, laser rangefinders, unmanned aerial vehicles (UAVs), inertial navigation systems, and software processing tools. Core technologies in positioning, modeling, connectivity and data analytics connect the digital and physical worlds to improve productivity, quality, safety, transparency, and sustainability. From purpose-built products to enterprise lifecycle solutions, Trimble is a leading provider of technology solutions that enable professionals and field mobile workers to improve or transform their work processes.

Trimble. Transportation

ketteQ Lifts Sales Staff Workload, Updates Manual Demand Signal Reporting for Faster, More Accurate Results

CHALLENGE

Trimble's head of sales was searching for a tool that would free the busy sales team from manual, inefficient demand signal reporting. Sales staff were spending, on average, two to three hours a week on demand forecast reports, a manual process that was often fraught with errors. A frequently cited 2018 IDC Study found that data professionals were losing 50 percent of their time each week, 30 percent of that time spent searching for and preparing data, sometimes duplicating work. Trimble sales executives use Salesforce and Salesforce CPQ to create opportunities and quotes. In addition to SF and SF CPQ, each rep was required to enter and maintain quote/opportunity line items and shipment schedules in spreadsheets. Duplicate data entry was time-consuming and prone to error, which negatively impacted demand and supply planning.

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"From the 1st conversation with the ketteQ team, it was clear they knew exactly what we needed from a Demand Planning and Forecasting perspective, said **Alecia Brian**, VP of Sales Operations at **Trimble Transporation.** "The ketteQ platform is native to Salesforce and expands on the capabilities of Sales Cloud and CPQ to provide a fully-integrated connection between Sales and Operations and ensures we meet customer delivery dates, minimize delays, reduce inventory issues and increase sales with a real-time view from every source whenever we want. The implementation experience has been outstanding, and we are thrilled with our forecast accuracy and ability to deliver an even better customer experience."

RESULT

As ketteQ's solution is deployed, sales executives are expected to save two to three hours each week on reporting work, the time they can spend selling and gaining revenue for the company. ketteQ's platform is able to analyze opportunity data from account executives that are loaded into Salesforce and automatically make that part of the supply chain division's forecasting. Leveraging Salesforce capabilities, Trimble will streamline the demand signal reporting and having more accurate results.

SOLUTION

ketteQ was approached by Trimble's sales organization, which wanted to streamline their sale team's work and satisfy the supply chain team's need for better demand signaling and forecasting reports. ketteQ sought to better align the supply chain and sales teams by creating reporting automations, leveraging work already being done in Salesforce.

Built on the Salesforce platform, ketteQ was easily able to integrate workflows. ketteQ eliminated duplicate entries into multiple systems (Salesforce, Salesforce CPQ, Google Sheets), streamlined monthly meetings to create consensus forecasts, provided better visibility along the way for key stakeholders, and provided a more accurate demand signal for supply planning.

To learn more about our products and services, visit us
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