



ANAPLAN FOR SALES

Fast, accurate incentives boost sales culture

CHALLENGES

- Sales reporting process took 3 weeks
- Lack of information-sharing kept people in information silos
- Call-center roster grew from 2,000 to 7,000
- Huge volume: 35 million transactions per month
- Manual systems and processes could not scale

RESULTS

- Sales reporting time cut from 3 weeks to 1
- Payment margin of error cut from >10% to <1%
- Sales and incentive data viewable in real time
- Collaboration and cooperation rewarded, rather than aggressive sales tactics