



vmware®

“Driving top-line growth and optimizing the sales force: that’s what we do. Anaplan gets us there.”

Ian Zhao, Director, Go-To-Market Strategy and Analytics

## ANAPLAN FOR SALES

### Faster sales planning, richer insights

#### CHALLENGES

- Lack of detail in territory planning
- Budgets allocated without alignment to revenue
- High administrative overhead in sales operations

#### RESULTS

- 40 fewer days to overhaul sales coverage for 1,000 territories
- Granular insights into sales regions and sub-regions allows specific target-setting
- Dynamic scenario planning helps reps meet quotas faster