

CUSTOMER STORY

Amer Sports



ANAPLAN FOR SALES

Transforming sales and compensation planning

CHALLENGES

- Multiple brands, products, and geographies led to inconsistent sales targets
- Target-setting spreadsheet took 7 minutes to open and couldn't perform global consolidation
- Salespeople and leaders lacked visibility into targets and results, resulting in low accountability

RESULTS

- <1 day to set half-year sales targets, down from 1 week
- 440 sales professionals realigned
- Consistent, transparent reporting against common KPIs, using common data
- Bottom-up sales targets, set locally, now align with top-down expectations