



Fortune 50 Company Leverages the Power of Data, Revitalizes Sales



\$1.47 trillion
worth of transactions
processed in 2017



90% fewer disputes
due to automation and a
single source of truth



10% increase in sales
quarter over quarter
since 2015

Situation

Even the world’s best-known companies don’t necessarily have their data figured out.

Case in point: A Fortune 50 conglomerate was struggling to process data from dozens of incompatible legacy systems scattered across the globe. From faxed transactions in Central Africa to channel partner sales from mobile phones in Western Europe, the company was producing enormous amounts of data, but consolidating and harmonizing it was a logistical nightmare.

With data from individual reporting systems coming to admins in a variety of formats and a variety of syntaxes, the company was constantly dealing with conflicting and incompatible information. As a result, it was a real challenge to make payroll on time or produce timely, accurate, data-driven insights.

The company attempted to validate and harmonize its data through an ad hoc system developed in-house, but that wasn’t enough to solve the data integrity issues, leading to continued woes in budgeting, quota setting, territory alignment, and payment approval.

Solution

Because of time sensitivity and scarce IT resources, the company decided to tackle these pressing issues by enlisting the help of Optimize. We managed to disentangle the mountains of data this company was sitting on without any need for code-writing or third-party tools, working with them to:

- implement automated, input-level transaction validations
- harmonize and aggregate transaction-level data
- normalize their data repositories
- build automated reporting views

Ultimately, we helped them consolidate their data into six daily, weekly, and monthly streams, along with several manual administrator actions – from dispute resolution to payroll approval. With the company's data clean and organized, the thousands of participants who need it have simple and easy access to it through robust, personalized reports.

Finally, Optimize implemented a [Sales Operations Center of Excellence](#) to ensure that the company maintains this degree of data integrity moving forward. The CoE combines internal global sales data with external factors to generate unique insights that help boost the performance of sales personnel at every level of the organization.





Outcome

In 2017 alone, our client added 1,000 new payees and we processed \$1.47 trillion – yes, trillion with a t – worth of transactions across five business units.

That year also saw Optymyze implement a new dispute handling workflow; our client's sales ops team had been manually handling 300,000 transaction-level disputes, but with their newly automated dispute processing in combination with the single source of truth we've created, that figure has dropped by 90%.

Today, we run 14 daily automated loads for this company; including validations, they take an average of just over two minutes – a major improvement from the old days of using guesswork while picking through multiple data repositories.

Indeed, the streamlining enabled by centralized and harmonized data has been on display across the sales organization. Our data-driven insights have enabled more accuracy, comprehensiveness, and impact in the areas of sales coaching, plan changes, and process updates.

When our clients need something that goes beyond the standard Optymyze offering, our rapidly developed no-code apps come into play. For example, we built a tailored reporting app that draws from that clean data, providing salespeople with personalized views that help them sell the right products in the right regions.

Of course, the bottom line is what really counts – and despite this company suffering through some well-publicized financial difficulties recently, the business units that are using Optymyze have seen a 10% increase in quarterly sales performance since 2015.

Optymyze and this Fortune 50 company just went live with a new, multi-billion-dollar business unit following a major acquisition, and the two partners continue to work hand in hand, capitalizing on the power of data to build a supremely successful sales organization.

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