

Enable • Reduce • Anticipate • Comprehend

# Sales Forecasting



## Improving Sales Forecast Accuracy

A recent survey showed that 74% of manufacturers consider sales forecasting critical to achieving their business objectives.

An inaccurate sales forecast makes it difficult to get the right products to your customers in time to make your quarterly or annual revenue goals. Spreadsheet-based manual inputs lead to inaccurate information, which causes a “Trust Crisis” within your organization and affects both top and bottom-line performance.

Integrated Sales Forecasting by Acumen Solutions enables organizations to overcome the issues that diminish confidence in sales forecasting data. Better sales forecasting allows manufacturing organizations to increase revenues by 10% - 15% while maintaining:

- Lower levels of on-hand inventory
- Less unfulfilled backlog
- A reduced level of obsolete inventory

Our solution helps you gain confidence and trust in your sales forecasts and maximizes your company's opportunity to generate revenue.



ENABLE



PLAN



ANALYZE

## Integrated Sales Forecasting by Acumen Solutions

With Integrated Sales Forecasting by Acumen Solutions, enterprises can better contain demand volatility, enable supply chain visibility, and resolve supply chain complexities. Integrated Sales Forecasting leverages the power of Salesforce's Sales Cloud®, App Cloud®, and Communities Cloud® to pull data from an opportunity, account, order, or case record and create an accurate forecast.

Integrated Sales Forecasting also automates the data entry process, reducing the amount of manual data entry and leading to a more precise forecast. If manual entry is required, our solution is designed with an easy-to-use order entry user interface that lowers order entry times by up to 60%.

Sales teams can enter information into the sales forecasts quickly using both handheld mobile devices and laptops. The solution allows for role-based data entry for sales forecasts, actual orders, and forecast submissions. These sales forecasts are entered into customer accounts and can be viewed via a Sales Data Dashboard.

Integrated Sales Forecasting has the unique ability to provide predictive forecasting analytics at the customer, product, and SKU levels across multiple timeframes in an easily consumable Forecasting Dashboard. Such a predictive sales analytics report tells you what you should expect to book this month, this quarter, or this year. The sales forecast takes into account your historical conversion rates coupled with your current sales pipeline. Factoring in multiple other variables such as plant maintenance time and seasonality, a data-driven sales predictive forecast is substantially more accurate than one that relies on the intuition of sales reps.

## Industry Solutions



**M2Cloud** (Machine to Cloud) capitalizes on the explosion of smart “things”, and connects

people, systems, and products together to improve business processes and customer experiences. This solution leverages industry-leading platforms from Salesforce and PTC ThingWorx to reduce the time, costs, and risks associated with delivering connected cloud, mobile, and social applications.



**SIFT** (Smart Information Filtering Tool) enables your contact centers to act on the issues that matter to

your customers most, so you can focus on building lasting customer satisfaction and loyalty. SIFT combines the power of Salesforce Service Cloud®, Salesforce® Marketing Cloud, and Clarabridge’s text and sentiment analytics engine. Customer correspondences via social media, web feedback, email, and more are automatically analyzed for relevance and content that matters to the organization.

## Ensure Enterprise Prosperity

*Sales forecasts are a critical part of maximizing a company’s opportunity to generate revenue. Enterprises rely most on objective data to drive critical decisions across all business functions. Greater sales forecast accuracy can substantially add to a company’s bottom line performance.*



**UNCOVER PROFIT  
AND REVENUE  
OPPORTUNITIES**



**DISCOVER  
PRODUCT/BUSINESS  
UNIT UNDER-  
PERFORMERS**



**ADJUST PRICING TO  
REFLECT ACTUAL  
SUPPLY AND  
INVENTORY ON HAND**

For more information on Integrated Sales Forecasting by Acumen Solutions, [click here](#) to watch a short video.

## Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can’t be fixed by technology alone. As a Salesforce Global Strategic Alliance Partner, the Fortune 500 trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.