

DEVELOPING BEST PRACTICES FOR SALES PIPELINE MANAGEMENT: A CASE STUDY

IntraLinks wanted to save time producing forecasts and reports. The Lucidics solution accomplished that need — and much more.



"We signed on with Lucidics to cut the time required to build quality forecasts and reports. But the benefits have gone far beyond time savings. The information in the reports is timely, actionable and indispensable, and it enables me to manage my team better. I don't know how we would have managed our exceptional growth this past year without Lucidics."

~ J. Andrew Damico, Executive VP, Global Sales and Marketing at IntraLinks

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Client Profile

IntraLinks, Inc. helps businesses share sensitive information and documents safely and securely online — anywhere, anytime. More than 10,000 organizations worldwide have used IntraLinks® On-Demand Workspaces™ to communicate and collaborate on thousands of projects and transactions.

Challenge

IntraLinks needed a better way to produce forecasts and supporting reports detailing the organization's sales activities. Among the issues:

- Each week, the VP of sales had to spend valuable time compiling and aggregating information from multiple parties just to generate reports.
- The data was difficult to collect, as it resided in multiple sources both inside and outside of the sales force automation (SFA) tool.
- The tabular reports from the SFA tool lacked historical data and provided only lists of details (without graphics or analysis), making them an ineffective tool for the VP of sales.
- At internal meetings, key stakeholders could not make sense of the information contained in the reports. As a result, the VP of sales had to devote time to interpreting the data for others.

"Our reports had become a major source of frustration," said Andrew Goldman, IntraLinks Vice President of Finance. "Gathering the data was a pain, and getting a handle on what the data meant was nearly impossible. We knew we had to find a new approach to doing things."

Solution

After concluding that they could not address the situation internally, IntraLinks decided to look for an experienced outside vendor. Their search led them to Lucidics.

Lucidics assessed the situation, conducting multiple interviews to extract key business objectives. Upon aligning these objectives to metrics, Lucidics proposed a solution featuring ReportPaks, which are customized, Fortune 500-quality reports.

The IntraLinks management team now receives a weekly ReportPak with a layout that is customized according to its requirements. IntraLinks' business can be segmented across products, geography, reps and/or business units — however management wishes to view the pipeline and sales team.

Results

Thanks to Lucidics, people across the organization — especially the VP of sales and his management team — spend much less time rolling up a forecast, transforming the data into useful information, and preparing for key meetings. Data can also be blended from multiple sources, including outside of the SFA tool.

ReportPaks integrate historical data, allowing the sales team to see the value of its data and encouraging the team to record the data on a regular basis. In addition, the historical transaction database (built and maintained by Lucidics) enables IntraLinks to track past trends and predict future events more accurately. As business needs evolve, reports can be created that view this historical data in new ways.

ReportPaks also include features like rich graphs and a color-coded highlight system so that the information is easier to understand. This has improved communication — and facilitated meaningful conversations — across all levels of the company, both internally and externally.

J. Andrew Damico, Executive Vice President, Global Sales and Marketing at IntraLinks, reports that Lucidics has helped to create a more sales-focused, customer-centric culture. Sales has taken front and center throughout the company, as everyone pulls together to address the issues called out in the reports.

"Lucidics has simply blown us away," said Damico. "I never dreamed that these reports would change the entire mind-set of our organization, but they have."

"Our board meetings are more efficient now because the Board Paks are consistent and easy to understand."

~ Patrick Wack,
IntraLinks President and
CEO

NEXT STEPS

To learn more about improving your sales forecast accuracy and communication, call us today at 617.912.1000 or visit us on the Web at www.lucidics.com



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