



DigitalMix

Sales planning and performance management

Seamless integration of data across the “plan to pay” ecosystem (Quota, Territory, CRM, and Incentive Compensation)

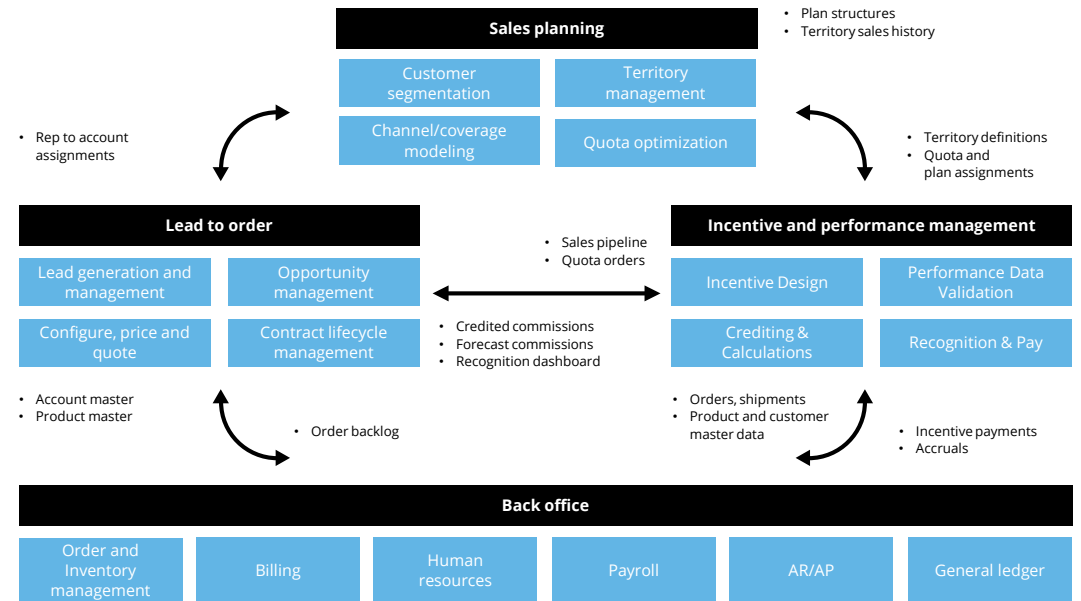
Plan to Pay is an intrinsically linked set of activities that help translate business strategy into sales execution. Key go-to-market decisions, such as focus areas for growth, customer segmentation, and coverage strategy come to life at the field level through operational activities, including territory planning, alignment and management, quota setting, opportunity management and forecasting, and incentive compensation management.

Companies who can drive true connected sales planning through seamless processes, technologies, data, and analytics can achieve:

- **Faster speed to market**
(2–5x faster planning cycles)
- **Decreased operational expenses**
(in the \$MM depending on size)
- **Decreased cost of sales**
(5%–10% incentive spend savings)
- **Revenue growth**
(3%–10% increase in key focus areas)

The time is right—some would say overdue—for leading companies to have an integrated solution that advances true connected sales planning.

Deloitte’s DigitalMix solution serves just that purpose: Teams from across Deloitte have come together to pre-build a set of end-to-end integrations designed to pass data between best-in-class cloud-based sales planning, pay, and execution platforms.



DigitalMix for sales planning and performance management

A powerful combination of cloud applications and integrations to help transform the way organizations plan and execute their sales strategy:

- **Territory and Quota Management**, powered by Anaplan
- **Compensation and Crediting**, powered by SAP Commissions (formerly “Callidus Cloud”)
- **Detailed Account and Opportunity Management**, powered by Salesforce
- **Automated Data Flow**, powered by MuleSoft (now a part of Salesforce)

DigitalMix for sales planning and performance management can help unlock value throughout a sales organization and across multiple stakeholders, ranging from sales leadership, sales operations planners, sales compensation administrators, field sales, and field sales management.

Sales finance and operations planning

- Set geography quota targets tops-down and bottoms-up
- Headcount coverage capacity planning
- Segmentation and scoring of accounts

Rostering and management of sales teams

- Associate reps with the products they sell by rostering them to compensation plans

Territory planning and account assignments

- Work collaboratively to plan and create profile-based territories (e.g. geographical, by industry, etc.) and to assign reps to territories and accounts
- View opportunities in your CRM based on account assignments

Finalizing quota targets with sales organization

- View optimized quotas associated to a rep based on bottoms-up account potential, and work with sales management to apply “street” knowledge. Help ensure tie-off of quotas deployed to sales targets
- Generate sales letters for reps through appropriate approval processes with pertinent information, serving as official, documented plans, quotas, and assignments for your fiscal year

Compensation and crediting

- Create compensation plans associated to business objectives
- Credit and pay reps accurately and on time

Continuing operations and analysis

- Tracking of quotas on an ongoing, YTD basis
- Adjustment of in-year rostering, assignments, and targets based on external and internal factors





Marketing planning Solutions

Anaplan’s cloud-based platform can be customized to modernize your digital marketing by building foundational marketing capabilities across planning, budgeting, campaign to lead cycle, smarter use of marketing assets and enabling a global customer engagement platform. Connect your campaign management, lead generation modules with Anaplan to plan and roll out efficient customer centric digital marketing initiatives. Analyze and evaluate ROI’s on campaigns in real time through seamless connected planning.

Top advantages of DigitalMix

- 1. Industry-agnostic sales planning and performance management**
DigitalMix can be utilized across industries and be tailored to your organization’s unique needs, sales planning, and performance management processes
- 2. Cloud-based technical experience**
From planning and performance management to CRM and automated integrations, the DigitalMix solution utilizes best-of-breed cloud-based solutions to provide the most efficient end-to-end process and enhanced user experiences
- 3. Rapid deployment and ready access**
Our cloud-based DigitalMix solution helps reduce implementation and training time, enabling compressed timelines for building sales plans and turning around required sales letters to get your sales teams up and running
- 4. Expanded collaboration**
The integration between systems encourages your sales planning, finance, compensation, analytics, and account management teams to collaborate to improve efficiencies and transparency across the organization
- 5. Commitment to the organization**
Deloitte’s market leadership in sales planning and performance management, combined with our strategic long-term relationship with Anaplan, SAP, and other cloud-based systems means we’re committed to working with your company on sales planning and performance management innovation—both now and in the future

Deloitte Owned Accelerators

- | | |
|---|--|
|  Sales Operations Planning |  Sales Compensation Analytics |
|  Territory Planning & Management |  Sales commissions Calculations |

Connected planning solutions

Anaplan’s cloud-based platform is designed to connect you with data, people, plans, and your network so you can make better-informed decisions and drive faster, more responsive planning. You can increase your company’s profitability by collaborating in real time on plans across your extended networks. Connect your sales planning activities to your performance management solutions so you can quickly adapt to changing priorities. Analyze and evaluate “what-if” scenarios to optimize your plans and create an efficient plan-to-pay process.

Key questions for a sales organization:

- How do I optimize the ROI of my sales teams?
- How can I drive my team to meet and exceed their goals?
- How do I get my reps focused on selling the right amount of products to the right customers?
- How do I know whether I’m on target to achieve my sales objectives?
- How can I add transparency into the plan to pay process?

Start the conversation

Simmi Mehta

Principal
Deloitte Consulting LLP
spmeha@deloitte.com
+1 512 516 2968

Merritt Alberti

Managing Director
Deloitte Consulting LLP
mealberti@deloitte.com
+1 602 791 4008

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms or their related entities (collectively, the “Deloitte Network”) is, by means of this communication, rendering professional advice or services. Before making any decisions or taking any action that may affect your finances, or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.

As used in this document, “Deloitte” means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte USA LLP, Deloitte LLP

Copyright © 2019 Deloitte Development LLC. All rights reserved.