

Case study

# Enhancing sales for a US-based hi-tech giant

Building an autonomous sales pipeline monitoring and management system to help improve profits across the board

# Overview

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Discover how Fosfor helped a US-based hi-tech giant



## Go from ad-libbing the sales pipeline

Challenges in accurately assessing pipeline performance, identifying trend changes and anomalies, and comparing pipeline revenue to bookings forecast, disrupted the organization's desire to improve sales and profits



## To better sales planning and efficient decision-making

200+ week hours of effort saved monthly by automating complex tasks and providing actionable insights with the implementation of an autonomous pipeline management system

## Using the Fosfor Decision Cloud

Fosfor implemented an autonomous sales pipeline management system enabling better sales planning and decision-making

## The results

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**200+**

week hours of effort saved monthly

Faster time to insights

Faster sales planning and efficient decision-making

# Challenges

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## A disconnected view of the sales pipeline to revenue generation

The client's existing sales pipeline management system was inefficient and lacked the capability to forecast customer churn. As a result, they faced challenges in accurately assessing pipeline performance, identifying trend changes, and comparing pipeline revenue to bookings forecast. This led to missed opportunities, increased customer churn, and a significant waste of time and resources.

The main ask of the client included the need to effectively monitor historical data, spot anomalies, and track pipeline performance. Additionally, the client required a solution that could save time, improve decision-making, and enhance sales planning efficiency.

# Solution

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## An autonomous sales pipeline with the Fosfor Decision Cloud

In response to the client's challenges, we built a robust AI & analytics solution that acted as a sales pipeline health analyzer and forecasted customer churn. Leveraging the Fosfor Decision Cloud's Decision Designer, we facilitated the client with better sales planning and decision-making by implementing the following key solves:

- 1. Benchmarking:** We assessed the pipeline basis historical benchmarks, allowing the client to gain valuable insights into performance trends.
- 2. Outlier detection:** Our solution was designed to spot trend changes and anomalies in the pipeline, enabling the client to address potential issues proactively.
- 3. Revenue comparison:** We developed a feature that related pipeline performance to bookings forecast and identified abnormalities, empowering the client to optimize revenue generation.

# How the Decision Designer works

The Decision Designer empowers everyone in the organization to quickly discover insights from their data. It combines AI, ML, and NLG technologies with an intuitive interface. This allows users to ask questions about their business data, analyze billions of data in seconds, and gain comprehensive, automated insights – all without writing a single line of code.

The Fosfor Decision Cloud allowed the US-based hi-tech giant to:

- **Gain efficiency:** With our AI-driven solution, the client experienced a remarkable 200+ weekly hours of effort saved, equating to significant efficiency gains in their sales operations. This reduction in manual efforts allowed resources to be reallocated towards strategic initiatives, fostering productivity and operational excellence.
- **Accelerate decision-making:** By providing faster time to insights, our solution empowered the client with timely and actionable data, enabling quicker decision-making processes. This enhanced agility in decision-making translated into improved responsiveness to market dynamics and customer needs, thereby reinforcing the client's competitive position.
- **Enhance sales performance:** Leveraging our pipeline health analyzer, the client achieved more accurate sales planning and forecasting, leading to improved sales performance and revenue growth. The proactive identification of potential customer churn enabled targeted interventions, thereby safeguarding existing revenue streams and unlocking new opportunities for business expansion.

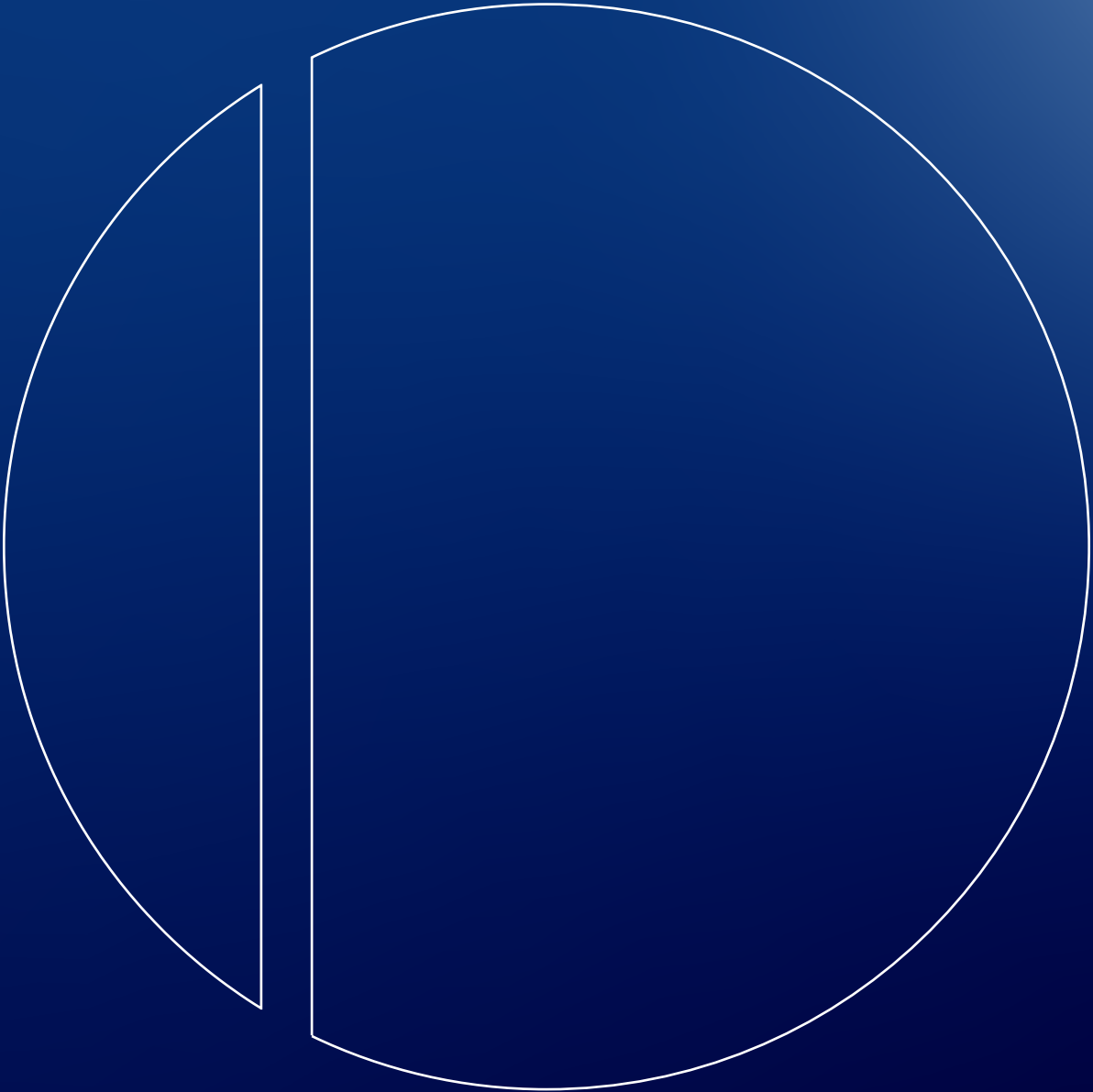
## The impact

**200+**

week hours of effort  
saved monthly

Faster time  
to insights

Faster sales planning  
and efficient  
decision-making



The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit [www.fosfor.com](http://www.fosfor.com).