

Adaptive Suite

Adaptive Revenue Solution

The Adaptive Revenue Solution empowers your organization to analyze, plan, and manage revenue – from corporate objectives, to sales forecasts and quotas, linked back to your financial plans. Created based on best practices and implementation expertise, the Adaptive Revenue Solution accelerates your journey to revenue life cycle management with the Adaptive Suite.

The role of the CFO and Finance is growing to support all aspects of business performance, from the financials, to managing all the drivers of revenue, and this means working with new data, new stakeholders, and new analytics. Unified sales and financial planning, interactive dashboards and analytics, and data integration with Salesforce.com and ERP system can help. With the Adaptive Revenue Solution, you and your extended team gain visibility and performance management to optimize the entire revenue life cycle.

Adaptive's Solution approach builds on the Adaptive Suite to provide a framework, best practices, and content based on implementation expertise that enables you to achieve more insight and control of your sales and revenue processes, faster.

ALIGN REVENUE PLANS WITH CORPORATE OBJECTIVES

- Set revenue goals based on historical and planned trends
- Continually monitor and track performance against objectives with dashboards and reports
- Incorporate ERP data for a comprehensive view of revenue operations
- Best practices to align your financial plan with driver-based forecasts from your sales team

OPTIMIZE QUOTA, HEADCOUNT, AND COMMISSION PLANS

- Manage and set quotas based on revenue goals and opportunities
- Model sales rep quotas using top-down or bottom-up methods
- Forecast commission payouts based on different attainment scenarios
- Plan all rep compensation and productivity, accounting for ramp rates
- Monitor quota attainment with a direct connection to Salesforce.com

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ENHANCE SALES AND REVENUE REPORTING AND ANALYTICS

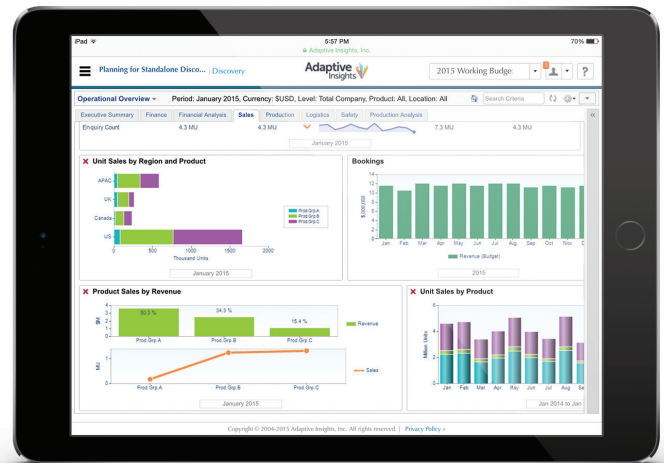
- View and analyze pipeline changes, bookings per rep, and revenue by product
- Create revenue reports and roll forward each month
- Manage and report on multiple revenue streams – such as one-time and recurring
- Monitor sales and revenue KPIs across key dimensions such as channel and geography

UNIFY SALES AND FINANCIAL VISIBILITY

- Bring in opportunity and lead data with Salesforce.com integration
- Incorporate actuals and contract terms with ERP connectors
- Provide autonomous departmental planning that links to corporate with multi-instance technology

ESTABLISH CONTINUOUS ANALYSIS WITH ROLLING FORECASTS

- Track quarterly goal attainment based on Sales commit
- Drill back to the details of different revenue streams and recognition patterns
- Perform sales forecast variance analysis



ALIGN AND INTEGRATE BUSINESS PLANS

- Ensure resource capacity and fulfillment are aligned with headcount across Sales and Service
- Quickly measure the impact on the balance sheet and cash flow based on actual performance as it happens
- Collaborate across departments, then view the consolidated perspective

“Adaptive Revenue will help us to align the sales and finance functions of the business so that we can collaborate and make more informed, data-driven decisions for the entire business. It will allow us to optimize resources to drive revenue, and look at multiple driver-based sales forecast scenarios.”

— Jon Corbett,
Vice President of Finance, Teachscope

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