



Gilbarco Veeder-Root

Gilbarco Turns to SolX Consulting for Improved Pipeline and Forecasting Capability

INDUSTRY

Manufacturing

EUROPEAN HEADQUARTERS

Basildon, United Kingdom

PRODUCTS

Fuel dispensers, point of sale systems, payment systems, forecourt merchandising, support services

ABOUT

Gilbarco Veeder-Root is the global leader of integrated technology solutions in the retail petroleum industry. From reliable fuel dispensers to intuitive point of sale and revolutionary operation management systems, Gilbarco Veeder-Root delivers total integrated solutions from the forecourt to the convenience store.

WEBSITE

<http://www.gilbarco.com>

Overview

SolX worked with the leading industry solution provider of fuel and retail service station systems to:

Significantly improve management information, visibility and reporting on the Sales Opportunity Pipeline of over £35m per quarter.

Migrate five years of Forecast Data for a combination of 20,000 Products across 46 countries.

Extend the salesforce.com pipeline management and forecasting capability to meet a complex set of revenue and unit sales forecasting requirements.

***“SolX provided a solution that has given a level of pipeline visibility never previously available within Gilbarco.*”**

We’re continuing to work closely with SolX to deliver further enhancements to salesforce.com to widen and strengthen our position as the market leader across Europe and beyond.”

DEREK DAVIES European Marketing Support Manager



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Business Challenges

- Gilbarco required accurate forecasting of sales and unit volumes – critical to manufacturing efficiency and bottom line.
- Solution needed to provide forecasting and performance metrics versus target measures across 46 countries and 6 product ranges.
- Existing infrastructure gave poor visibility of the sales pipeline and forecast figures at sales person, team and country level.
- No mechanism for comparing forecast revenue with actual sales.

Solutions

- Delivered salesforce.com to 90 sales and account managers across Europe.
- Deployed salesforce.com Products, Schedules, Multi-currency and Forecasts functionality to enable accurate forecasting of revenue and unit sales.
- Created a custom Forecast Trend Analysis solution within salesforce.com to enable visibility and accuracy of Opportunity Schedules.
- Developed a comparative analysis tool to compare forecast revenue and unit sales with actual performance.
- Migrated over 20,000 historic budget and forecast records into the forecasting module.
- Deployed a comprehensive range of reports including analytical snapshots to provide full management visibility of forecasts and sales performance.

Results

- Major improvement in accuracy and timeliness of revenue and unit sale forecasts.
- Significantly improved sales and operational budgeting, forecasting and planning capability.
- High stakeholder confidence in management information on Reports and Dashboards.
- Full user adoption of salesforce.com and forecasting functionality across sales teams raising employee satisfaction and productivity.

For more information on solutions, visit www.solxconsulting.com/solutions

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