

ZONES

# fullcast.io Case Study: Zones

How To Effectively Leverage Data and Carve Territories for Sales Success



## CLIENT: Zones

Company: Zones

Industry: Information Technology  
& Services

Location: Auburn, WA

Company Size: 1,900

### Company Bio

After 30 years in business, Zones has established themselves as a \$2 billion global IT company. Zones operates as an ENT company with 700 sales reps working in the US.

### Overview

Zones provides comprehensive IT solutions to customers across the country and around the world. And we do it extremely well. In fact, we've taken pride in becoming experts in all things tech for more than 30 years. But we don't do it alone. We collaborate with industry-leading partners who help us deliver customizable solutions and positive business outcomes to meet the needs of those we serve.



“Fullcast.io brought everything we needed for sales planning into one simple and collaborative platform, allowing my team to make changes in 25-30% less time.” - Sairam Anugula, Zones

## The Challenge

The main challenge with Zones was that their national and international sales teams lacked a collaborative and effective method for leveraging data. The team members involved in planning worked from their own individual spreadsheets, which long term, impacted their ability to work together, because their data was not consistent across spreadsheets, and was not updated when changes occurred. Also, the process to upload all of the relevant data across different planning sheets created long data load times. This lack of visibility and inefficient uploading process led to bad alignment among teams.

## The Solution

Fullcast.io was able to solve this problem by providing Zones with our planning and execution software. The software equipped Zones with a centralized collaborative planning process, made visible across teams, and with the capability to update data in real time. Every change within the system was fully transparent and up-to-date. This allowed for greater coordination and cooperation within the organization.

*“My end objective is to provide a territory for every group here based upon their skillset, tenure, role, to provide an opportunity to be successful. I have much more analytical capabilities today to provide balanced books and equal opportunity to all sales people rather than a selective few. That is the main problem I have been trying to solve since I got here. How do I ensure someone new in the door can have equal opportunity?” - John Shaffer*

## The Outcome

The planning and execution platform led to overall agility and smoother running sales ops teams within the company. Fullcast.io brought everything we needed for sales planning into one simple and collaborative platform, allowing Zone teams to make changes in 25-30% less time.



## About Fullcast.io

Fullcast.io is focused on taking away the operational burden of data collection, cleaning and insight gathering for sales teams and freeing sales leadership to focus on outcomes. We deliver Sales Planning & operations as a service. Our goal is to deliver sales process efficiency in order to drive sales effectiveness.