

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 provides comprehensive IT solutions to customers across the country and around the world.

“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 impacted their ability to work together. Additionally, data was not inconsistent and often out of data. On the execution side, the process to upload relevant data across different planning sheets created an error-prone and cumbersome process.

The Solution

Zones leverages Fullcast's GTM planning to execution software. Fullcast equipped Zones with a centralized platform to enable collaborative planning. This increased visibility across the various teams involved in creating territories.

"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 Zones needed for sales planning into one simple and collaborative platform, allowing Zones teams to make changes in 25-30% less time.



About Fullcast.io

fullcast.io delivers a software platform that allows organizations to close and align the sales go to market planning cycle with the daily motion of sales execution. Organizations and leadership teams using fullcast.io benefit from:

- Integrated and collaborative, top down and bottom up sales go to market planning.
- Tracking plan versus actual in real-time to course correct for “plan drift”.
- Speed and agility to keep the day-to-day sales execution motion aligned with the dynamic nature of an evolving and changing go to market.
- Planning and execution aligned without IT overhead, excel version control and data loads.