

Sales Forecasting with Writeback



Industry:
A Global Pharmaceutical firm

Location:
United States

Revenue:
USD 55 Billion

Business Challenge:

Merck was looking to automate a forecasting a forecasting solution that heavily relied on Excel spreadsheets to capture datafrom multiple users. This process was highly manual, time-consuming, and error-prone.

Solution Highlights:

- Company Legal P&L Forecasting
- Bottoms up Sales/PGM detail
- Variance reporting
- Data writeback to Amazon Redshift

Feature Highlights:

- Measure on rows layout
- Add additional time period columns
- Data-level commenting
- Threaded conversations with users
- In-cell visualizations
- Data writeback

Outcomes:

The solution drastically reduced planning & forecasting timelines and was rolled out to 100+ users at the time of creation of this case study. Today the product adoption has grown to support a wide variety of use cases with 1,000+ users.

