



Achieving RevOps Balance with Fullcast

How Fullcast Enabled Zones to Optimize
Resources From the Ground up

INDUSTRY:
B2B IT SALES

PLATFORM:
**MICROSOFT
DYNAMICS**

USE CASES:

- Detailed territory planning
- Coverage and capacity management
- Go-to-market optimization

BREAKDOWN

Executive Summary

With a goal of optimizing the way territories and resources were being allocated, Zones looked to Fullcast to help them achieve balance while performing intricate bottom-up planning.



ZONES™

50%

Reduction in account
support payroll

“

[Fullcast] is a wonderful capacity management tool that has the ability to develop into something that's more automated and can actually help you have fewer resources aligned as you grow and scale.

JOHN SHAFFER, FORMER SALES OPERATIONS
MANAGER AT ZONES

The Company

Zones, LLC, is a \$2 billion global IT solutions provider committed to helping businesses complete their digital transformation by partnering with leading technology brands and focusing on four key Solution Environments: Workplace Modernization, Network Optimization, Data Center Transformation, and Security Fortification.



“

Fullcast is the only system I've seen that can actually work in the trenches and provide visibility all the way up to the top.

JOHN SHAFFER, FORMER SALES OPERATIONS
MANAGER AT ZONES

The Challenge

Zones was seeking a way to improve account management and correct imbalances. In the current system, it was difficult for a long-tenured sales rep to divide their time effectively between multiple types of customer profiles (such as several smaller accounts vs. a single large account) in their large client portfolio.

“We were trying to make sure that we could segment our whole customer base and balance our customer base against our internal resources,” explains John Shaffer, who managed Zones’ sales operations team when they made the decision to implement Fullcast into their tech stack.

In addition, Zones had no territory visibility, and struggled to see how territories were performing until it was too late to affect the outcomes. This made it difficult to perform accurate forecasting and territory planning, which is one reason why their coverage model was delivered three months behind schedule.

The Strategy

Fullcast solved Zones' account management challenges by providing:

- **Detailed Territory Planning**

Fullcast's bottoms-up approach enabled Zones to perform what-if analysis and assess each account to create balance within each rep's portfolio. With this data in hand, the team was able to perform territory planning much faster and more efficiently than they had previously been able to accomplish.

- **Coverage and Capacity Management**

By performing capacity and coverage planning in conjunction with territory planning instead of parallel to it, Zones' Customer Acquisition and Development (CAD) team was able to optimize resource allocation in fewer steps.

“(Fullcast) is a wonderful capacity management tool that has the ability to develop into something that's more automated and can actually help you have fewer resources aligned as you grow and scale,” says Shaffer.

- **Faster Growth Opportunities**

With a balanced productivity plan in place, Zones was able to forecast more accurately to develop realistic targets and allocate resources appropriately. This enabled the sales operations team to spend less time scrambling to deliver their GTM on time and more time driving revenue.

Want to get similar results for your organization?

Fullcast's territory management software gives you all the tools you need to streamline sales planning processes and boost revenue from the ground up.

To see Fullcast in action, book a risk-free demo at fullcast.io.