

8x8: Replacing Spreadsheets with Modern Marketing Pipeline Management Software

For organizations empowering their teams to collaborate faster and work smarter, 8x8 provides a wide range of business communication software and services built upon their global cloud communications platform. But as this market explodes, it becomes difficult to market a broad array of solutions to a wide range of customers whose needs vary across company sizes, industries, and regions. Planning, tracking, and forecasting the marketing pipeline across this complex mix of segments and doing so in a predictable and efficient manner became difficult, especially as 8x8 needed to plan out to six quarters into the future.

Challenges

The marketing team at 8x8 has to turn corporate bookings goals into pipeline plans for an array of product lines and segments. It was a challenge to build so many individual plans, but also to forecast out a year-and-a-half for each. Their solution was a complex spreadsheet that required full-time management, not to mention the efforts of Marketing leadership to hone those plans. It resulted in a slow, unwieldy process that came with the risk of errors and inaccuracies, yet did little to guide their marketing moves or accurately predict results. This huge investment of time and effort produced very little return. What 8x8 needed was a system for running Marketing with revenue centricity.

“Our pipeline plans and forecasts were built in a complex spreadsheet that was too slow and difficult to maintain, especially in a fast-changing market. Worse yet, we still had to guess at too many elements to make it work.”

— Venkat Nagaswamy, Global VP of Demand Generation, 8x8

- **CMO held to pipeline and revenue goals**, with C-suite expecting daily updates.
- **Turning bookings goals into pipeline plans and forecasts** across a matrix of product lines and segments.
- **Basing forecasts on static assumptions** instead of actual funnel metrics.
- **No insights** into where pipeline gaps or opportunities were hiding.
- **Devoting 1 FTE equivalent** to managing spreadsheet-based pipeline plans.
- **Data quality issues** which blurred attempts at pipeline attribution.

Solution

Fortella gave 8x8 a purpose-built marketing pipeline planning, tracking, and forecasting solution to help them confidently drive towards their corporate revenue goals. Fortella automatically tracks pipeline performance and conversion metrics for each revenue segment and provides accurate forecasts for current and future quarters. Fortella also provides segment, account, and buyer persona recommendations so 8x8 can focus attention where it's most needed, and while there's still time. By eliminating spreadsheets, 8x8 was able to improve the quality, accuracy, and speed of their marketing pipeline planning and forecasting, and reallocate resources to more strategic tasks.

“Fortella gives us the confidence to manage Marketing pipeline plans for every target segment knowing those plans will help us hit our corporate bookings goals.”

— Venkat Nagaswamy, Global VP of Demand Generation, 8x8

- **Build marketing pipeline plans** that are mapped to corporate bookings goals.
- **Align pipeline plans and forecasts** to the varying conversion rates, sales cycles, and deal sizes across multiple target segments.
- **Quickly react to pipeline gaps** caused by fast-changing markets and shifting performance metrics.
- **Replace the errors, complexity, and inaccuracies** of manual spreadsheets with real-time results and intelligent recommendations.
- **Better utilization of marketing resources** and more time focused on reaching pipeline goals.

Results

Easily build and manage pipeline plans

across a complex segment matrix while tracking and reporting on performance in real-time.

Forecasting clarity and guidance

from a dedicated, revenue-driven marketing pipeline planning solution to ensure segment-level bookings goals are met.

Faster answers, deeper insights, and recommendations

into pipeline opportunities and gaps without wasting precious marketing resources on error-prone spreadsheet models.

“There's no other tool that can do what Fortella can do. Not one.”

— Venkat Nagaswamy, Global VP of Demand Generation, 8x8

