**ūdemy**

# EXECUTIVE SUMMARY

## How Fullcast Helped Udemy Build a Better SalesOps Foundation

With a goal of improving upon the current annual planning process, Fullcast was able to help Udemy reduce costs and simplify operations from the inside out.

## $100,000
### SAVED ON OUTSIDE SOFTWARE COSTS

## 200%
### SAVED IN LABOR AND RESOURCES COSTS

> "If you're on the fence about Fullcast, you're probably not appreciating the value of what it delivers. There's no other way you can get to this information and get to this confidence in your operating model in such a fast time frame."

**Noah Marks**
VP of Revenue Operations
at Udemy

# CASE STUDY

# Udemy Reduces Planning Time from Months to Weeks

Fullcast helped Udemy reduce planning time from months to weeks using one integrated platform.

## THE COMPANY

Udemy is an online, open-source learning and teaching marketplace with over 155,000 courses and 40 million students. Users can learn valuable skills like programming, marketing, data science, and more without ever leaving their homes.

## THE CHALLENGE

To create a stronger foundation for critical decision-making, Udemy needed to optimize Salesforce for the current GTM cycle while also working to achieve a smoother annual planning strategy.

"If fundamentally, your business doesn't have accuracy in its data and the way it's constructed, everything else on top of that is going to be wrong," says Noah Marks, VP of revenue operations.

In addition to having questions about data integrity, Udemy was bogged down by the overwhelming task of performing GTM and territory planning in Excel—a task that can take several months when executed manually. It needed a way to streamline the process without simply adding yet another tool to its RevOps stack.

**FULLCAST** + **udemy**

## THE STRATEGY

Fullcast helped Udemy solve its planning challenges by providing the following:

### Streamlined Territory Planning

### Real Salesforce Integration

> " If you know the risks involved in annual planning and you fully understand what Fullcast provides, it's the easiest purchase you'll ever make. "

**Noah Marks**
VP of Revenue Operations at Udemy

## STREAMLINED TERRITORY PLANNING

By providing a valuable alternative to pivot tables and spreadsheets, Fullcast has revolutionized how Udemy approaches territory management. Instead of taking months to run scenario planning and optimize its strategy, the Udemy team was able to build out its territory plan in a matter of weeks. In addition, Fullcast's agility now enables the Udemy sales team to update its territory segmentation plan whenever necessary instead of waiting until the next annual meeting. This allows Udemy to stay on top of real-time changes in the field and adapt its GTM as needed.

## REAL SALESFORCE INTEGRATION

While most RevOps tools lay on top of Salesforce to fill gaps for different use cases, Fullcast is integrated as a core component. Cutting down on these extra tools can prevent tech fatigue and eliminate opportunities for software failure. Instead of purchasing new tools to layer over Salesforce as needed, Fullcast's Salesforce automation enables Udemy to simplify operations and work from a single source of truth.

## FASTER GROWTH OPPORTUNITIES

Before adopting Fullcast to optimize revenue operations, the Udemy team was forced to make critical strategic decisions based on data that could not be checked for accuracy. With Fullcast's automated data cleansing policies in place, the team can plan the future of its organization with confidence, knowing that it's basing its decisions on clean, accurate data.
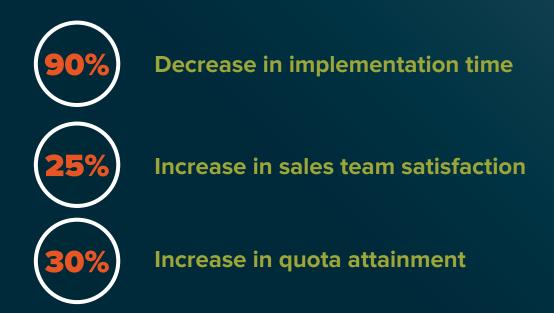
# WANT TO GET SIMILAR RESULTS FOR YOUR ORGANIZATION?

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

On average, Fullcast clients receive the following:

**90%**   **Decrease in implementation time**

**25%**   **Increase in sales team satisfaction**

**30%**   **Increase in quota attainment**

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

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