



Board ranked the #1 solution for Sales Planning in Dresner Advisory Service's' Wisdom of Crowds 2019 Sales Planning Market Study

The position was awarded based on performance across 27 sales planning capabilities

Chiasso, Switzerland and Boston, US - 28 October 2019 - Decision-making platform provider Board International has achieved the leading position in Dresner Advisory Services's 2019 Sales Planning Vendor Ratings. The ratings form part of Dresner's annual Wisdom of Crowds® Sales Planning Market Study, which takes an in-depth look at the sales planning software market. Board has achieved the leading vendor position based on user scores across 27 categories related to features, integration, technology support, and deployment options. As a unified decision-making platform, Board enables an integrated approach to sales planning, analysis, and forecasting, streamlining the whole process and providing sales teams with actionable insights. Operating on top of any CRM and making it possible to integrate sales data with orders, invoicing, incentives, and other legacy systems, Board creates complete visibility of the sales process and its impact on other areas of the business, resulting in more effective planning and decision-making. Furthermore, its native predictive analytics capabilities allow organisations to integrate their traditional forecasting cycles, with predictive ML driving superior accuracy and governance across the whole sales planning process. "By enabling digital transformation across global, enterprise-wide sales planning processes, Board really makes a difference in piloting sales and marketing team performance. The result achieved in the Dresner research Sales Planning report is a great recognition of the value that our decision-making platform is bringing to our customers in this space. Board also delivers further benefits by enabling organisations to integrate the sales process with the rest of the organisation, from the supply chain - ensuring the sales plan can be properly executed - to finance, in order to keep control of the bottom line," comments Giovanni Grossi, CEO and Founder of Board International. Download a copy of Dresner's Wisdom of Crowds Sales Planning Market Study to learn more about the ratings and the state of Sales Planning: <https://www.board.com/en/learn/dresner-advisory-sales-planning-market-study-2019> About Board

Board is the #1 decision-making platform. Founded in 1994, Board enables people to have a transformative impact on their business, helping them to intuitively play and create with data in a flexible, all-in-one decision-making platform. By unifying Business Intelligence, Corporate Performance Management, and Predictive Analytics, the Board platform allows companies to produce a single, accurate, and complete view of business information, gain actionable insights, and achieve full control of performance across the entire organization. Thanks to Board, global enterprises such as Coca-Cola, Ricoh, KPMG, Puma, Siemens, and ZF Group have deployed end-to-end decision-making applications at a fraction of the time and cost associated with traditional solutions. www.board.com

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