

Customer-First Account Planning

Siemens PLM makes account planning more efficient with Revegy

The Customer

Siemens PLM Software helps companies of all sizes around the world transform their business and develop innovative products and services. To help their customers meet the challenge of digitalization, Siemens PLM Software optimizes processes from planning and development through manufacturing and lifecycle support.

The Big Challenge

Annual account plans were spread across a variety of PowerPoint templates. Sales Orchestrators – Siemens Strategic Account Managers – spent an inordinate amount of time making account plans, but could not execute from these disparate documents. They needed a better way to collaborate with their teams.

Help Arrives

Siemens PLM rolled out Revegy account and opportunity planning tools including relationship maps, strategy maps, and account/opportunity plans to Sales Orchestrators and their teams. The tools gave corporate-wide access to the same information and account/opportunity plans in a collaborative platform.

Life is Good

- **Implementation was quick** and provides Siemens PLM a major collaboration tool for creation and execution of account plans.
- The **standardized set of tools** makes Sales Orchestrators and their teams more efficient.
- Account plan summaries provide Sales Orchestrators and management a **dynamic progress report** on how Siemens PLM is helping customers achieve their objectives.



*“Revegy helps us **determine where the customer is going** with their business, and how we can help them get there. And that’s our goal, to help our customers achieve their objectives.”*



- CHARLIE
JONESREBANDT
Director, Process
Alignment and
Integration,
Siemens PLM Software



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