

## Case Study

# From Complexity to Clarity: Zebra Technologies' Journey to Effective Account Planning

Streamlining Account Planning and Stakeholder Engagement with DemandFarm

## Objectives

Zebra Technologies is a global powerhouse, renowned for enabling organizations to optimize workflows, enhance visibility, and achieve peak efficiency across their operations. With a diverse portfolio encompassing cutting-edge software and innovations in robotics, machine vision, automation, and digital decision-making, Zebra boasts a storied history spanning over 50 years. Zebra manages an impressive portfolio of accounts, ranging from multinational corporations to medium-sized enterprises. With a substantial customer base and complex relationships, Zebra sought DemandFarm's expertise to streamline its account planning process and enhance relationship management. Their objectives included:

- Simplifying intricate stakeholder networks.
- Digitizing and enhancing account planning procedures.
- Enabling data-driven decision-making and fostering cross-functional collaboration among sales teams.

## Solution

### Phase 1: Visualizing complex stakeholder networks

Zebra's step toward clarity began with DemandFarm's Org Chart tool: an out-of-the-box solution for visualizing and managing complex stakeholder relationships. It offered hierarchical views, power tracking, and influence analysis, simplifying pre-sales and engagement phases. Zebra executives were now able to streamline relationship management in the vast network and enabled better cross-functional collaboration.

### Phase 2: A one-stop-shop for account planning

DemandFarm's Account Planner tool implementation was the next step for Zebra's sales teams. The process had been plagued by inefficiencies, manual labor, and a lack of standardization. DemandFarm stepped in to streamline Zebra's account planning practices, making them more efficient and collaborative. DemandFarm's Account Planner tool implementation streamlined Zebra's account planning:

- Automated presentation creation, reducing manual efforts.
- Introduced standardized templates, eliminating varied approaches.
- Integrated Salesforce data for seamless account planning.
- Enabled tracking of strategic priorities and initiatives.
- Customized templates to meet Zebra's unique needs.
- Encouraged cross-functional collaboration, breaking down silos.

## Impact

### 10% YoY increase

Org Chart provided a holistic view of stakeholders and their roles, enabling Zebra Technologies to identify untapped opportunities within their key accounts.

### 12% improvement in win-rates

With better-informed account plans and deeper stakeholder insights, Zebra Technologies experienced a significant 12% improvement in win-rates, increasing their competitive edge.

### 60% Time Reduction

Account Managers observed a 60% reduction in the time required for creating presentations, allowing them to focus on strategic engagement rather than administrative tasks.

### 30% faster deal closure

Zebra shortened sales cycles by 30%, leveraging Account Planner for tailored plans that address customer needs more effectively.

## At a Glance

**Company:** Zebra Technologies

**Headquarters:** Lincolnshire, Illinois, United States

**Industry:** Manufacturing

**Total Revenue:** USD 5.50 Bn

## Challenges

- Complex stakeholder network with diverse motivations.
- Lack of a clear visual hierarchy for pre-sales and engagement phases.
- Inability to monitor stakeholder influence and status effectively.
- Prolonged sales cycles without the ability to track relationship progression.
- Time-consuming manual creation of presentations and lack of customizable account planning templates.
- Dispersed data sources outside Salesforce.
- An inability to monitor the progress of strategic initiatives.



Working with DemandFarm has been an exciting and pleasant experience. Their Org-Chart tool enables us to understand our customers better, target the right individuals, and penetrate accounts effectively. As a result, we seamlessly upsell, cross-sell, and acquire new customers with confidence.

**Anand Makwana**, Senior Manager  
Analytics and Strategy at  
Zebra Technologies