

Streamlining Headcount Planning & FP&A for a Leading Network Technology Company

Case Study

Business Impact

30% ↑

in workforce planning accuracy

40% ↓

in data processing time

45% ↑

in revenue forecast accuracy

25% ↑

In marketing budget visibility

Problem Statement

The organization struggled with fragmented headcount planning between Greenhouse and Workday, causing inconsistencies in workforce forecasting and resource allocation. Revenue planning for variable and fixed contracts was handled manually, leading to delays and planning inaccuracies. IT projects and expense forecasting operated in silos, while data fragmentation across SFDC, Netsuite, RevPro, and BigQuery complicated reconciliations. Additionally, an inefficient sales hierarchy and limited visibility into marketing budgets hindered effective decision-making and strategic investments.

Solution Overview

- Developed parameterized reporting and calculation logic for granular workforce planning and hire pacing tracking.
- Built a reconciliation framework to ensure accurate alignment between Greenhouse and Workday data.
- Connected multiple systems (SFDC, Netsuite, RevPro, BigQuery) to streamline data flows and reduce manual processing time.
- Designed a unified planning structure for marketing budget allocation across regions.
- Created flexible planning models to manage both variable and fixed revenue streams with scalability.
- Implemented integrated planning for IT projects, covering both headcount and non-headcount components.
- Redesigned calculation logic to enhance consistency and improve budget transparency.