



# GBM Reinvents Regional Sales and Unlocks Predictive Insight Across Eight Countries

**A unified sales transformation delivering real-time visibility, consistent methodology, and regionwide adoption at unprecedented scale.**

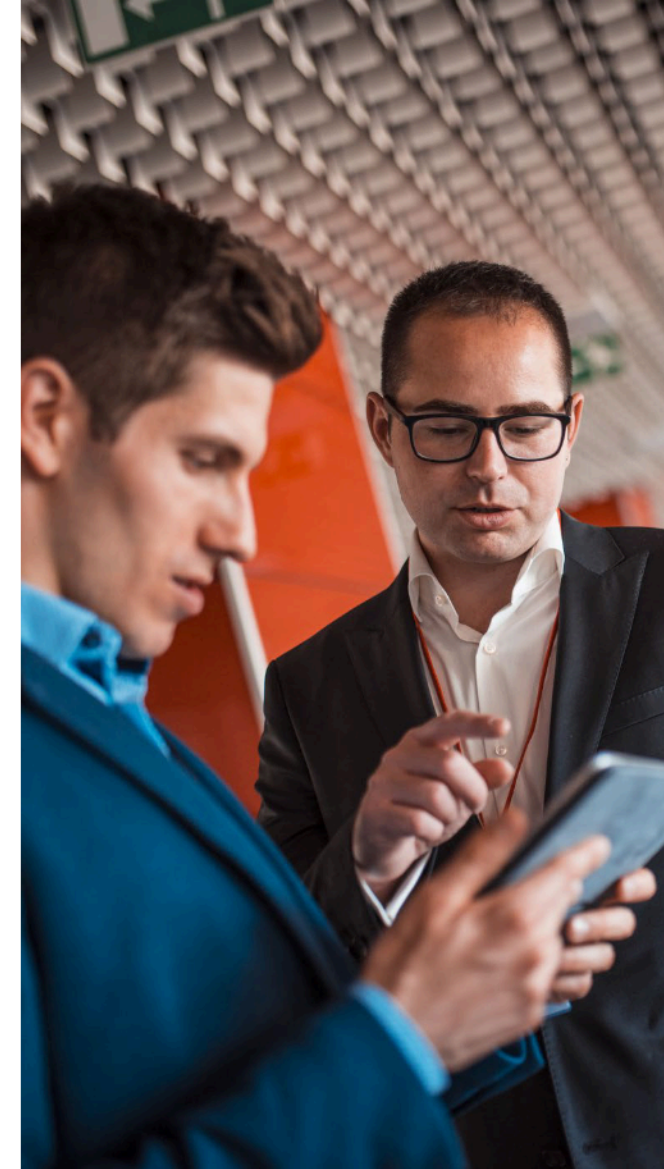
GBM, Central America and the Caribbean's leading IT-services provider, has evolved significantly as more than 60 percent of its revenue shifts toward long-term, subscription-based services. Managing over 1,000 monthly service opportunities across eight countries demanded real-time data, reliable forecasting, and a sales methodology aligned with modern buying behavior — needs the legacy CRM could no longer meet.

By redesigning its commercial methodology around the customer journey and deploying a unified regional platform, GBM has transformed how its sales teams plan, execute, and collaborate. Adoption surged immediately, with thousands of appointments, tasks, calls, and customer visits now logged directly in the system — creating accurate, near-real-time visibility into pipeline performance.

Today, GBM operates with true predictive insight. Leadership can review regional performance instantly, understand win/loss drivers, and plan future quarters with confidence — including more than \$250 million already forecasted for 2026.

Featured Partner

**VASS**





# From Fragmented Forecasting to High-Confidence Predictive Selling — GBM Activates a Data-Driven Sales Engine Across Eight Countries

## Before: Challenges and opportunities

- Legacy CRM with only postmortem sales data
- Shift to 1,000+ monthly service-contract opportunities
- Manual, inconsistent forecasting across countries
- No single version of truth for pipeline or reporting
- Low system adoption and fragmented data
- Need for real-time insight, unified methodology, and scalable opportunity management

## Why SAP and VASS

- Unified sales operations and standardized data model
- Redesigned methodology aligned to customer buying journey
- Deployment across 8 countries and ~250 users in 15 weeks
- Guided selling and scoring to improve data discipline
- Microsoft Teams and mobile access for seamless collaboration
- VASS has Strong CX expertise and guidance that accelerated adoption and process alignment

## After: Value-driven results

- System-driven, real-time forecasting across all regions
- 6,500 opportunities and \$580M pipeline in three months
- 22% closed won with forecast accuracy above 85%
- 1,500 leads with 42.8% conversion
- 1,500 appointments, 8,000 tasks, 400 calls, 1,000 visits logged the first three months
- Reliable forward visibility, including \$250M forecasted for 2026
- Customer 360 and win/loss insights improving engagement and planning
- Shift to predictive, data-driven selling across the organization

“Data kills perceptions. With SAP Sales Cloud, we now have the facts to drive smarter, more meaningful conversations with every stakeholder.”

Francisco Montesinos, Commercial Manager, GBM

**\$580M**

Pipeline generated in  
the first three months

**85%**

Forecast accuracy  
achieved across eight  
countries

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**VASS**

### Customer Name

GBM  
Parque Empresarial Forum,  
Edificio E, Piso 3, Col. Santa  
Ana, San José, San José  
616155, Costa Rica  
<http://www.gbm.net/>

### Industry

Professional Services

### Products and services

IT Services & Technology  
Distribution

### Employees

2,500

### Revenue

\$450M

### Featured solutions

SAP Sales Cloud V2