



## FOR IMMEDIATE RELEASE

### **Madison Company and Oculus Inc. announce a strategic partnership to strengthen pipeline analysis and elevate forecasting accuracy.**

Effective May 1, 2018.

Madison Company ([www.madisonsfe.com](http://www.madisonsfe.com)) and Oculus Inc. ([www.OcculusInc.com](http://www.OcculusInc.com)) yesterday announced a strategic partnership to deliver joint sales productivity solutions designed to leverage artificial intelligence and sales analytics enabling sales managers to make smarter decisions, faster than ever before.

With this partnership, Madison Company, a leading global provider in the design and implementation of sales productivity and business growth solutions will seamlessly connect to Oculus' cloud-based pipeline analysis, coaching and forecasting platform enabling sales managers to better manage their pipelines through the early identification of 'risky' deals resulting in higher quota achievement and significantly increased forecasting accuracy. Furthermore, by utilizing Oculus' Asynchronous Coaching capabilities, sales managers will be able to review a sales rep's pipeline and provide advice and guidance to move the deals forward without having to schedule face-to-face deal reviews, saving significant amounts of time.

*Ziya Muhamedcani, President & CEO of Madison Company, states; "As a full-service Sales Performance Optimization company, we believe the addition of Oculus' predictive sales analytics platform to our solutions portfolio will significantly increase our ability to help our clients in driving sales growth using Madison's proven growth methodologies supported by Oculus' advanced, yet user friendly technology. Through our own Oculus trials we have seen dramatic increases in win rates and forecasting accuracy and are excited to incorporate the technology into our upcoming sales productivity and optimization projects"*

*Mel Harding, VP Marketing & Product Development, Oculus Inc., states: "We are honored that Madison Company has selected us as a strategic partner to address the pipeline analysis and forecasting needs of their clients, both current and future." Furthermore, "The combination of Madison Company's proven sales productivity solutions with Oculus' advanced sales analytics will bring lasting change in the areas of sales force effectiveness and forecasting to our clients and prospects. We look forward to working closely with the highly skilled professionals at Madison company." added Mel Harding.*

If you are interested in closing more deals in a timely manner and improving sales forecast accuracy by strengthening deal integrity while improving sales manager coaching, contact Madison Company

([info@madisonsfe.com](mailto:info@madisonsfe.com)) today to organize a one-on-one discussion and demonstration at your convenience on the value Madison and Oculus can bring to your sales organization.

**About Madison Company** ([www.madisonsfe.com](http://www.madisonsfe.com))

**About Oculus Inc.** ([www.OculusInc.com](http://www.OculusInc.com))

Oculus' pipeline analysis and forecasting platform is based on a "predictive analysis" model which incorporates a highly structured process and powerful analytic combined with the latest customer information to analyze and rate deals in the sales rep's pipeline to identify those that have the greatest probability of being won and of closing by the forecasted close date; resulting in higher win rates and greater forecasting accuracy. Unlike other forecasting systems that are 'static' and rely on statistical analysis of what happened in the past to predict the future, Oculus' forecasting system is 'dynamic' and relies on changing deal circumstances, utilizing predictive analysis to automatically update the forecast in real time, requiring no involvement from the sales rep or the sales manager.