



Success Story  
Technology and Business Services Industries



## Aligning 30,000 Sellers With the Business Strategy

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Microsoft is an American multinational technology company with headquarters in Redmond, Washington. It develops, manufactures, licences, supports and sells computer software, consumer electronics, personal computers, and services.

With more than 124,000 employees, Microsoft operates worldwide in over 190 countries, and generates almost \$100 billion in revenue.

## Need



As a global IT company, Microsoft competes in a highly dynamic industry where survival depends on being able to change sales strategies quickly to adapt to evolving market conditions.

Faced with this more competitive, fast-paced marketplace, Microsoft transitioned their corporate strategy away from that of an on-premise business to a cloud business. In order to allow the sellers to focus on the cloud business, they had to incentivize them in a manner that would support this focus.

Microsoft's old legacy system—built over a 15-year period—was no longer scalable for growing data volumes and tighter cycle timeframes. In such a disruptive space they needed to be extraordinarily agile, taking concept all the way through to a live plan in a much faster timeline.



## Solution



With beqom's Total Compensation Management solution, Microsoft handles highly complex incentive compensation plans, including plan setup, territory and quota management, sales crediting and commission processing.

Creating incentive plans that are relevant for the business worldwide, across a portfolio of products, is a very tall order. With beqom, Microsoft can do this at scale, with quality and the accuracy required to meet their internal compliance policies.

### Corporate Snapshot

**Sector:** Technology

**Headquarters:** Washington, USA

**Total employees:** 124,000\*

**Net income:** \$21.20 billion\*

\* in 2017

## Benefits



By implementing the flexible and robust beqom solution for Sales Performance Management, Microsoft optimized operational and administrative effectiveness. This led to a 40 to 50 percent reduction in required operations capacity and cycle time. Complex crediting can now be executed in less than six hours.

Microsoft is now managing incentive compensation plans for over 30,000 Sales and Services personnel worldwide. They estimate that using the beqom solution has saved almost \$49.1 million in annual savings.





# Happiness is the best driver of success

Our mission is to make the workforce of our customers happy. beqom drives happiness by allowing business managers to lead, align and motivate employees and partners. The beqom Total Compensation solution is used globally across all industry sectors by over 100 large companies such as Microsoft and Vodafone. It addresses all performance and compensation aspects such as salary review, bonus, long-term incentives, commissions, benefits, non-cash rewards and all key drivers towards employee performance and sales performance.

HR, sales and finance departments leverage our platform to drive performance, retention, cost optimization and... happiness among their people.

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