

Varicent™
Sales Performance Management

Improving sales effectiveness with speed flexibility and visibility

Data Sheet

Sales Performance Management

With a single application that manages sales compensation programs, data and processes, organizations are able to significantly reduce administration costs and drive profitable sales across the entire product portfolio.

By automating compensation calculations, Varicent distributes detailed commission statements to sales professionals in a timelier manner and with greater accuracy.

As a result, field representatives can conduct more customer-facing activities instead of spending time tracking their own sales and pay, while more accurate calculations reduce overpayment of commissions to help control corporate costs.

Sales leaders and executives have even better visibility across the sales organization with the alignment of field reps along with their products, quotas and territory assignments, enabling them to effectively drive performance.

Business Benefits

- Drive sales behavior to boost cross-sell and profit
- Reduce administration costs and errors
- Align revenue targets to sales resources

Highlights

- Automate commission calculations
- Top-down and bottom-up quota planning
- Sales analytics and performance reporting
- Compensation plan modeling and forecasting
- Manage and track territory assignments
- Electronic plan approvals, inquiries and sign-offs
- View robust audit log
- Available on-premise and Cloud

Sales Performance Management provides a single, integrated platform to manage sales performance processes including:

Incentive compensation

Build and manage incentive plans efficiently through a graphical interface to drive corporate growth and profitability across the entire product portfolio. Varicent automates commission calculations while managing complex compensation rules, including sales splits, prior period pay adjustments, self-reported sales, and planning for timely and accurate changes.

Territory management

Efficiently manage frequent territory reassignments and maintain crediting rules to help ensure more accurate compensation and optimal sales coverage. Varicent enables organizations to define territories across complex combinations of geographies, industries and named accounts.

Quota planning

Align corporate revenue plans and objectives to each sales representative by establishing the appropriate quotas, commission rates and product mix to motivate the right desired sales behavior. Varicent automates workflow processes to efficiently facilitate plan sign-offs and approvals across the organization from a top-down or bottom-up approach.

Channel management

Identify and manage sales talent to develop a high performing sales force. Varicent tracks and manages employee attributes including certifications and training to help ensure that compensation and plan eligibility rules are properly applied and maintained. With a better understanding of the composition of their sales forces, organizations can better manage their internal and external sales capacity to capture more business opportunities.

Robust calculation engine

Varicent delivers a robust calculation engine for managing sales compensation processes. With support for defining complex compensation logic, managing retroactive pay adjustments, tracking effective dates of incentive plans or territory assignments and streamlining quota relief allocations, Sales Performance Management can help significantly reduce the amount of manual administration effort and calculation errors in managing sales compensation.

Best-of-breed sales performance management solution

Business user centricity

Varicent is designed for business users and does not require IT resources or technical expertise in order to deploy and administer incentive programs. Compensation analysts are able to navigate through, create, and administer plans and reports without coding or scripting skills. This helps enable organizations to quickly implement new incentive plans that more accurately align the sales team to constantly changing marketplace conditions.

Analytics and reporting

Varicent provides a graphical reporting tool that enables business users to quickly generate highly formatted and customized reports. Sales managers and executives can gain deep, detailed insights into sales performance and effectiveness such as profit margins, cost of sales and account penetration to drive more effective selling strategies and enhance upsell and cross-sell opportunities.

Faster to implement

Organizations can more quickly deploy sales incentive programs and processes using the Varicent library of prebuilt solutions. You can focus on the distinct aspects of your plans rather than creating each new set of plans from the beginning, to help dramatically reduce implementation time and expense.

Systems integration

Varicent consumes data from any number of disparate data sources, integrating that data directly into an organization's existing infrastructure. Compensation results and commission statements can also be exported directly to downstream systems including payroll and customer relationship management (CRM) applications, business intelligence (BI) systems and corporate portals.

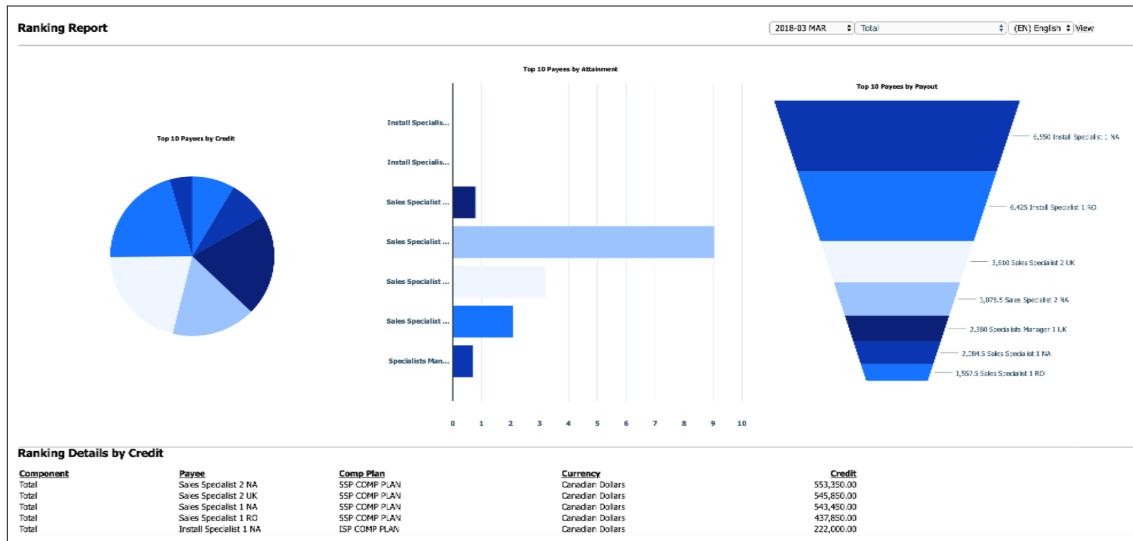


Figure 1: Varicent delivers high-level and in-depth detail into sales performance measures and metrics.

Impacting bottom-line efficiencies and top-line results

A large bank holding company:

- Reduced their commission calculation cycle from 2-3 weeks down to 1 day.
- Impacted their profit margins by 25 percent by improving their plan management.
- Reduced their annual review cycle down to monthly incentives.

A world-class employment services company:

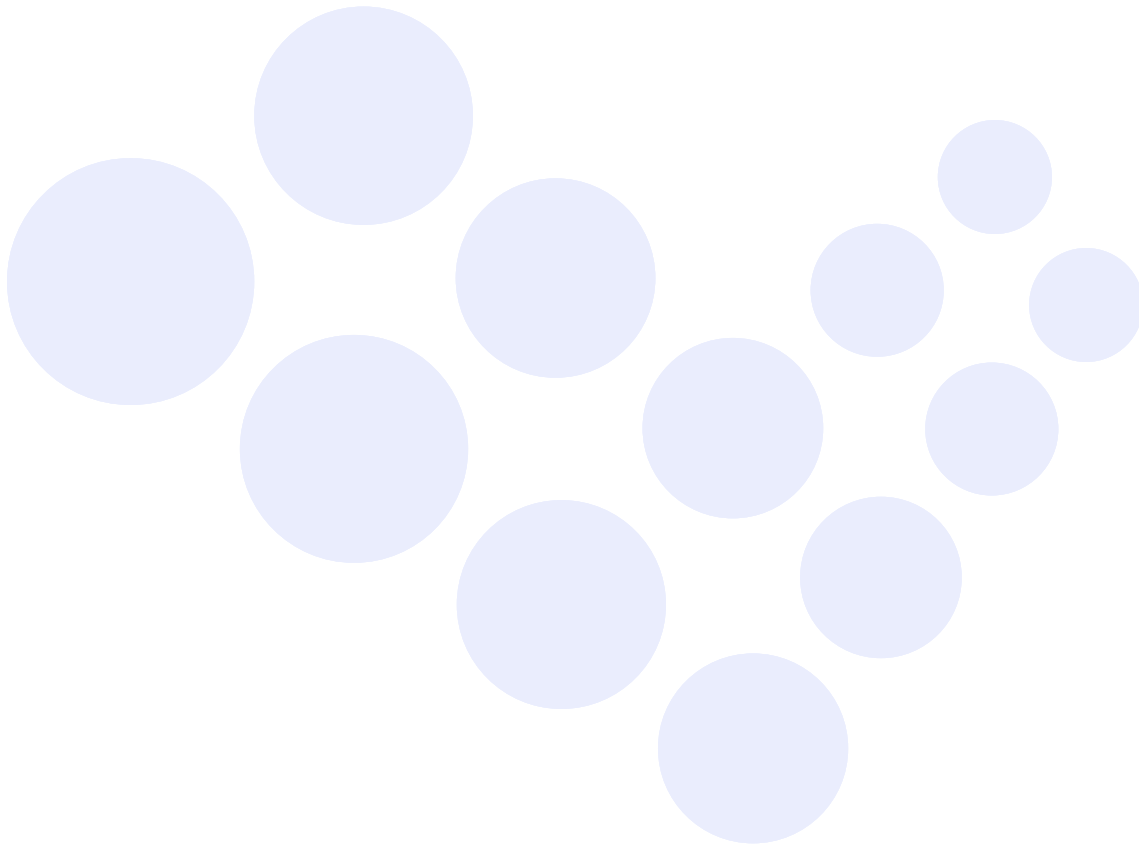
- Unified their data across Human Capital Management (HCM), Enterprise Resource Planning (ERP) and financial applications into a single repository.
- Supported complex compensation plans to streamline sales planning and execution.
- Delivered detailed, personalized commission statements to their payees so they could fully understand their payout results.
- Modeled their compensation plans before rollout to better understand and optimize its impact on their business.

A leading provider of process control and yield management solutions company:

- Reduced their administration of compensation process by 50 percent.
- Achieved 5-6 additional selling hours a month per employee by improving reporting accuracy and reducing shadow accounting.
- Reduced errors in data and calculations by automating imports from key source systems.

“Varicent was selected based on its ability to provide us the speed, flexibility and visibility for our sales compensation across all of our business units.”

— A Global Information Services Director of a Global Medical Technology Company



About Varicent™

Varicent helps clients accurately track, manage, and report on sales processes through the industry-leading Sales Performance Management (SPM) solution. Established in 2005, Varicent innovated the SPM software industry by developing business tools for Incentive Compensation, Territory, Quota, and Channel Management. With Varicent's augmented intelligence-powered platform, customers realize bottom-line efficiencies and top-line results through sales dashboards and models for better decision making at all levels of the business.

For more information

To learn more about Varicent Business Analytics solutions, contact your Varicent sales representative or visit: www.varicent.com

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