

# HEROLD Business Data GmbH

## Sales momentum builds with more equitable, strategic commissions

A midsize media company in Austria, HEROLD Business Data GmbH, selected the Varicent Sales Performance Management (SPM) solution to cut planning time by up to 95 percent and boost daily sales orders by 25 percent. With Varicent business partner, BIConcepts IT Consulting GmbH, by their side, HEROLD streamlined their inflexible, time-intensive sales incentive processes.



## Business challenge

HEROLD Business Data GmbH struggled to manage its complex sales performance management system. The company's rigid, non-transparent solution and manual processes slowed planning and thwarted sales of online services.

## Transformation

By implementing Varicent, BIConcepts helped HEROLD's sales planning and provisions team introduce unsurpassed levels of accuracy, visibility, fairness and flexibility into its processes.

## Results

### **95% faster sales planning**

for new sales cycle campaigns with automated, integrated systems.

### **~70% fewer complaints**

from sales reps with fairer, clearer and more strategic incentive plans.

### **>25% increase in orders**

per sales day of subscription-based services by aligning sales incentives with company goals.

# Transformation Story

Using Varicent, HEROLD was able to create campaigns, streamline and boost visibility of the entire commissions process, all without requiring any IT assistance. In addition, Varicent was integrated quickly and seamlessly into HEROLD's existing IT landscape.

The idea of distinct functions appealed to Steinbrugger. "We could have a clear and simple planning phase on the one hand and our commission calculations on the other," he notes. Now, with the systems in place, HEROLD can drive sales with their highly agile, scalable and security-rich solution designed for its midsize business.

After completing a pilot project in record time, HEROLD deployed the SPM solution with help from BICConcepts. "Within a short period, we had a completely new commission system that was simple, clear and fair," explains Steinbrugger. Now, the new system automatically imports data from the company's ERP, HR and CRM systems, rapidly and accurately calculates commissions, and provides much-needed transparency through user-friendly dashboards.

"It's very visible and clear to see step-by-step how commissions are counted and calculated, so for me this makes Varicent a best-in-class commission system," comments Steinbrugger.

"It's also important that if we do have any changes that we can stop the calculations and easily reprogram the system on our own."

HEROLD offers its sales reps in the field, sales managers and administrative teams access to the Varicent. Reps can view tables or charts that relay monthly earnings and other high-level information, then drill down into individual transaction details, such as transaction amount, date and commission amount. Managers can access these same insights plus look at each seller's individual performance, prompting them to coach underperformers. They can also quickly carry out strategic tasks, such as assigning sales reps to specific customers in the CRM system.

Freed from their rigid processes, Steinbrugger and his team also designed an entirely new, multichannel incentive program. They now plan campaigns on a half-year's cycle, setting the same, fixed KPI parameters for all the company's different sales channels. Each rep must still win an equal number of new customers, but commission percentages vary with the total amount of each sale. This approach motivates reps to sell more offerings, including subscription-based services, to each customer. In addition, the department can plan campaigns in significantly less time, without any IT assistance.



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— Herwig Steinbrugger, Manager, Planning, Steering and Monitoring Department, HEROLD Business Data GmbH

# Results Story

## Flexible, fair incentives motivate reps

With highly precise, automated planning and commissions tools, HEROLD re-energized both its sales planning and its sales force. To start, Steinbrugger's team accelerated the time required to create a single sales campaign by up to 95 percent, slashing it from 2 – 3 days to approximately 60 minutes. Also, no longer dependent on IT, it now has the flexibility to implement new sales plans and revise existing ones in response to company goals and marketplace dynamics. It can also make faster, more accurate computations with the high-powered Varicent calculation engine. And individualized dashboards provide a single, reliable source of truth shared across the enterprise.

As for the sales force, they appreciate the clearer, fairer sales parameters and enhanced visibility into commissions. "Our sales force is happier because their performance now influences their commissions. They know, 'The more my customers spend, the more commission I will receive.' It motivates them to find out what their customers need and sell them those services," explains Steinbrugger, adding that complaints from sales reps have dropped by approximately 70 percent.

In addition, HEROLD improved sales performance of orders per sales day of



subscription-based services by more than 25 percent. Ultimately, it can drive higher customer satisfaction.

Finally, because reps are now more inclined to sell subscription-based services, HEROLD has more predictable revenues and can streamline its sales teams. It recently reallocated resources within its sales force, resulting in a leaner, more efficient team. "For the first time in our company history, we have the opportunity to align our sales incentives with our company goals, and we can break performance down to individual sales reps. It has helped us to understand how well each rep really works, and we can focus on those reps with the higher KPIs."

# About HEROLD Business Data GmbH

Based in Mödling, Austria, HEROLD specializes in online media and marketing services tailored to the individual needs of Austrian small and midsize businesses. True to its motto, “HEROLD bringt´s zamm” (HEROLD — the done deal), the company unites sellers with potential customers through HEROLD online portals, used by approximately 2 million consumers. In addition to creating 20,000 websites, HEROLD, as a Google Premier Partner, has managed approximately 55,000 search-engine advertising campaigns. HEROLD employs approximately 400 people, including 160 sales personnel.



# About BIConcepts IT Consulting GmbH



Headquartered in Vienna, Austria, IBM Business Partner BIConcepts specializes in consulting and project implementation, with a focus on corporate performance management, software development and content analytics. Established in 2007, it has successfully implemented 300 projects for more than 80 customers across multiple industries. It employs about 20 people and has an annual turnover of approximately EUR 2.4 million.

# 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, contact your Varicent sales representative or visit [www.varicent.com](http://www.varicent.com)



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March 2020

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