

# Transforming Sales Compensation from “Dark Art to Science” with Analytics



## Business

- On-demand sales performance management services for SMBs and enterprises

## Challenge

- To connect customers and their data to Xactly services on a scalable and secure cloud-based platform without the need for manual integration

## Outcome

- Automated connection and rapid integration of disparate data sources and applications, provided self-service convenience and deeper insights into incentive compensation data to accelerate ROI

Xactly Corporation understands that human capital is every company's greatest asset. Its mission is to help companies establish the best possible incentive compensation programs so they can attract and retain talented employees. Xactly offers its solutions as a service, providing decision-makers with the insights they need to manage compensation more effectively.

Xactly Incent is the company's enterprise-class incentive compensation product, designed to provide real-time visibility and analytics capabilities for customers' sales, finance, and executive teams, with support for modeling, credit assignment, eDocs and approvals. To serve its customers effectively using a SaaS delivery model, Xactly automates sales compensation workflows, and integrates seamlessly with customers' enterprise applications, which typically include Salesforce, SAP, Microsoft and Oracle among others.

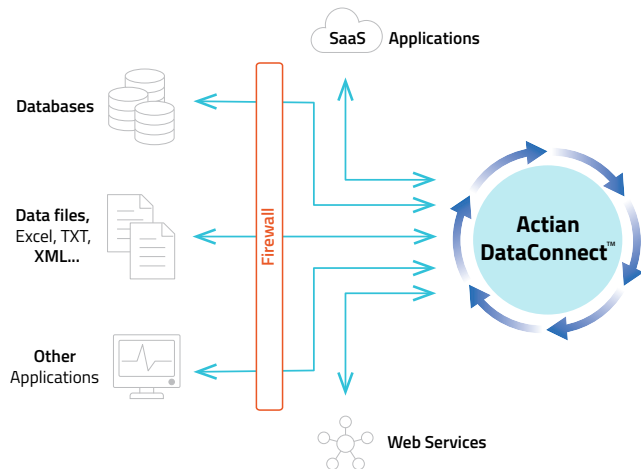
The challenge for Xactly is that each new customer presents a unique and diverse set of business and technology requirements. In the past, Xactly required its customers to upload data into Excel templates, a process that was difficult, slow and error-prone. In some cases, Xactly assisted with custom integrations at the customer site, but this practice didn't scale with business growth and didn't offer customers the level of control they needed.

The company needed a way to swiftly and seamlessly integrate large volumes of data from a wide variety of transactional and order management systems – which might be in the cloud or on-premises – and provide customers with self-service access to the analytics provided by Xactly Incent.

Company leaders turned to Action DataConnect™ to meet this need. Action DataConnect provided the advantages of a multi-tenant architecture, allowing Xactly to aggregate data from any customer source and any combination of SaaS and on-premises environments, and expose the same set of tools for all customers. Action DataConnect also provided a new level of scalability to handle fluctuating data volumes and support multiple users and applications.

According to Laura Roach, former Senior Director of Solution Services at Xactly, “Customers take in a lot of data in order to calculate commissions.”

These types of calculations typically pull information from bookings, quotas, CRM, billing, HR and other data sources, and businesses today are increasingly concerned about validating commission pay-outs against sales activity.



“From a compliance standpoint, we’re doing a lot of that matching up and integration so that the system can calculate and report on the commissions accurately,” said Roach.

Xactly was able to access, configure and run its solutions on DataConnect via a web browser. Among the automation features made available to Xactly on the DataConnect platform were support for automatic delivery of updates, as well as real-time monitoring of activity by account, application or user, allowing effortless result tracking.

Another key reason that led Xactly to choose Actian was, in Roach’s words: “the number of connectors, the number of adapters, and how incredibly easy it is to integrate with various applications on the marketplace.”

Action DataConnect APIs and management tools provided Xactly with an Exposed layer, enabling rapid development and delivery of its on-demand services to customers. Action Data Integration and other tools at the heart of the workflow support quick development of data-intensive processes. The platform workflow layer also leverages Actian data services, including the Actian catalog of data adapters, to accelerate development. Xactly embedded Action DataConnect within its Incent application using the well-documented Actian API for Java. “The API was solid,” said Anil Kona, Director of Engineering at Xactly. “It only took us about 3 or 4 weeks to deploy it within our application.”

According to Roach, “Actian DataConnect allows us to do customer implementations in days or weeks as opposed to months, and that really provides a quick value to our customers. Whether they want full-blown, real-time, open-API seamless integration right away or they want to take a baby-step approach, we can give them that flexibility, and they are much happier.”

From the outset, Kona said customers have been pleased with the transparency of the DataConnect integration solution. “Offering customers a way to look at their integration points from within our application with the ability to run, monitor and check their status in real-time is the crucial feature that our customers like.”

“Actian is providing, I would say, 90% of the connectors that are available to our customers today for their carriage of data from Oracle, SAP, Microsoft Dynamics, and other big names into Xactly Incent,” said Mark Brennan, who is involved with SaaS Architecture at Xactly.

Xactly’s larger customers typically submit daily uploads of hundreds of thousands of lines or transactions, either in real-time or batch mode.

“We deal with around half a million order lines per day from within Action DataConnect,” said Kona, who also noted that DataConnect allows Xactly to scale easily with growing customer demand. He added that customers who were once running weekly or monthly sales compensation processes can easily run daily or intra-day processes now that they are running on the Action DataConnect platform.

Xactly has realized a significant return on its investment in Action DataConnect, driven by rapid deployments, real-time automated processing, and the ability to adapt and monitor integration processes on the fly which translates to short- and long-term value for Xactly customers.



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