

Xactly enables excellence in Compensation Management for Carestream Health

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Xactly Incent helps to motivate and manage global sales processes

LONDON, January 16, 2013 — Carestream Health

(<http://www.carestream.co.uk/index-ukEN.html?LangType=1033>), a worldwide provider of dental and medical imaging systems and healthcare IT solutions, is better able to manage its global sales compensation processes thanks to Xactly Corporation's (<http://www.xactlycorp.com/>) incentive compensation and sales performance management solutions.

After a competitive review, Carestream selected Xactly Incent

(<http://www.xactlycorp.com/sales-commission-software/incent/>) because of its robust on-demand architecture, powerful analytic capabilities

(<http://www.xactlycorp.com/sales-commission-software/incent/modules/>), and ability to integrate seamlessly with the company's existing Salesforce CRM.

"Carestream had a complex sales compensation structure comprised of multiple country plans," said Katie Guest, Worldwide Sales Compensation Manager, Carestream. "To go along with our global plan, we needed a global compensation and sales performance management tool. From automation to visibility and analytics, to linkages with Salesforce CRM – Xactly Incent covered all of our bases."

Global Sales Visibility

By moving to Xactly Incent in May 2008, Carestream is now enjoying the far-reaching advantages of a 100 per cent multi-tenant SaaS solution, from easy integration with Salesforce CRM, to seamless and cost effective scalability, to low entry costs and simple maintenance. With Xactly, Carestream has been able to reduce its number of plans year on year down to eight from 32, reducing complexity while seamlessly managing thousands of transactions per month. The high accuracy rate of the system has allowed for quick and correct pay-outs with less disputes and shadow accounting from the reps.

"Now individual sales team members can better view their targets and achievement of quota, while management can use and analyse the big picture of the field's performance along with the details that make up the compensation:" added Guest. "This is a business advantage that allows me to manage the compensation processes, communications and payments from headquarters to my home office."

With Xactly Incent and Xactly Analytics, Carestream is reaping the business benefits of:

- A global and more strategic compensation plan that drives performance: With Xactly Incent, Carestream is supporting a single and highly sophisticated global compensation system that aligns sales behaviours across regions with strategic corporate goals.
- Valuable post-sales analytics and reporting: Carestream is using the Xactly Analytics module to provide sales reps compensation information and management visibility into sales performance based on valuable post-sales data analysis, such as what products have been sold to whom.
- Sales Plan visibility: Carestream is now using Xactly's workflow and tracking module e-docs which

allows sales people to review and accept their Plans via an automated workflow which also acts as a central repository of all Plan Documents for control and auditing purposes

“We’ve fed back to Xactly ideas and changes we’d like to see implemented and we’ve been taken seriously. They clearly value the customer and we get very quick and professional help,” said Guest.

Xactly Incent is the industry’s first 100-percent multi-tenant sales compensation management system. With Xactly Incent, sales and finance executives can cost-effectively automate the sales commission management process, creating a more motivated and efficient sales organisation. Using Xactly Incent and its related sales performance management modules, including Xactly Analytics (<http://www.xactlycorp.com/sales-commission-software/incent/modules/>), eDocs & Approvals (<http://www.xactlycorp.com/sales-commission-software/incent/modules/>), Modelling (<http://www.xactlycorp.com/sales-commission-software/incent/modules/>), Sandbox and Territories (<http://www.xactlycorp.com/sales-commission-software/incent/modules/>), companies can create more effective compensation plans that improve sales behaviour and drive better business performance.

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Additional Resources

- Xactly Incent (<http://www.xactlycorp.com/sales-commission-software/incent/>)
- Xactly Incent Demo (<http://www.xactlycorp.com/sales-commission-software/incent/>)
- Follow Xactly on Twitter (<http://www.twitter.com/xactlyEMEA>), Facebook (<https://www.facebook.com/XactlyCorp>) and the Xactly Blog (<http://www.xactlycorp.com/media/category/blog/>)

About Xactly Corporation

Xactly Corporation is the market leader in on-demand sales compensation and sales performance management. The company’s SPM Suite of products enables sales and finance executives to design, implement, manage, audit and optimise sales compensation management programs easily and affordably. Xactly’s solutions automate the process of aggregating data from disparate systems into a secure, hosted repository and enable companies to leverage this business data, the lifeblood of sales performance management. Xactly helps companies such as ARM, British Gas, Carestream Health, Informatica, Mavenir Systems and Motorola Solutions Inc to improve operational performance, optimise sales effectiveness, proactively manage risk and compliance and maximize profits. The Xactly family of products is used by sales and finance executives, compensation analysts, sales operations and sales professionals across a variety of industries, ranging from SMBs to large enterprises.

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