



## **XACTLY CORPORATION REVOLUTIONIZES SALES COMPENSATION WITH SELF-SERVICE APPLICATION FOR SALESFORCE CRM CUSTOMERS**

*Native Force.com Platform Application Enables Small-to-Medium  
Businesses to Transform Sales Behavior and Performance through  
Automated Sales Performance Management*

SAN FRANCISCO, CA - DREAMFORCE - November 17, 2009 - [Xactly Corporation](#), the Smart Incentives Company™ and leader in on-demand sales performance management (SPM), today announced Xactly Incent Express™, a powerful sales compensation solution for small-to-medium (SMB) businesses that use Salesforce CRM. Built natively on salesforce.com's Force.com platform, Xactly Incent Express extends the value of a company's investment in Salesforce CRM by enabling them to rapidly create sales compensation plans, calculate commissions, and export payments to payroll, all from a single, easy-to-use application. As a completely self-service solution, Xactly Incent Express can be deployed entirely on-line by a non-technical user in a matter of hours - no professional services required.

While real-time visibility into compensation and commission management is key to driving sales results, most companies today are still burdened with managing the sales compensation process in spreadsheets - costing them valuable time and limiting real-time visibility into sales performance.

"Xactly first revolutionized the sales compensation space five years ago when we pioneered the world's first on-demand compensation solution which replaced inflexible and expensive on-premise solutions," said Christopher Cabrera, CEO of Xactly Corporation. "Now, with Xactly Incent Express, even the smallest businesses can afford an automated compensation solution - eliminating human error and providing access to performance data."

"With real-time sales performance and insight, rapid set-up and best practices for compensation design strategy, SMBs can accelerate growth, modify and incentivize behavior

and make more informed business decisions,” added Liz Cobb, General Manager, Small and Medium Business Solutions, Xactly Corporation.

### **Customers Save Time and Money with Xactly Incent Express**

“We are very happy that Xactly has made Incentive Compensation Management accessible to businesses of all sizes. The integration with Salesforce CRM gave us instant access to our company information so the implementation was really simple. The step-by-step guidance made setting up our comp plans easy just as TurboTax simplifies tax preparation. We are excited to have such a powerful sales performance management system at this stage of our business”, said Tien Tzuo, CEO, Zuora, Inc.

“InsideView has experienced a tremendous amount of growth in the past year and our manual, excel based commissions process, was not scaling. With Xactly Incent Express, we quickly automated a very time and labor intensive process and have given visibility and predictability to our changing commission process”, said Greg Volm, Director of Corporate Sales at InsideView.

“Xactly Incent Express for Salesforce CRM Enterprise Edition finally gave me the reason to upgrade from Professional Edition. Getting my reps and plans set up was a breeze”, said Ann McLaughlin, Director of Operations at Outcome Resources, an early beta customer of the service.

### **Xactly Incent Express: Improving Performance and Strategic Results with Automated Sales Compensation**

With Xactly Incent Express, companies can quickly create compensation plans, calculate commissions and payments, and improve sales performance. Key benefits of the platform include:

- **Ability to create robust, motivating commission plans:** base plans on custom criteria, such as deal amount, product margin, product mix, discount percent, or non-cash values (like hours or quantity of deals). In addition, pre-built plans and examples help users get started quickly;

- **Automated reporting and real-time dashboards:** provide business and sales managers the insight they need to better understand and modify team and sales rep behavior, realign sales efforts to meet changing business dynamics, and more accurately gauge business performance;
- **Seamless integration with Salesforce CRM:** allows users to calculate incentives within the Salesforce CRM application using up-to-date information about accounts, people, products and opportunities;
- **Automated deal assignment from any accounting system:** for commissions that are based on invoices or cash receipt tracked in another system, users can easily upload the deals from any CSV file; and
- **Ability to model and analyze plan changes prior to implementation:** ensures that organizations can build plans that fit within their budgets, helping them avoid future surprises with over-compensation.

### **Availability**

Xactly Incent Express is available to Enterprise Edition and Unlimited Edition Salesforce CRM customers. Xactly Incent Express is available immediately at [www.xactlycorp.com/express](http://www.xactlycorp.com/express) or at salesforce.com AppExchange:

<http://sites.force.com/appexchange/listingDetail?listingId=a0N30000001qHlhEAM>

### **Pricing**

Pricing is \$29.95 per subscriber per month with a nominal one-time setup fee. For more information or to sign up for a FREE 30-day trial of Xactly Incent Express, please visit: [www.xactlycorp.com/express](http://www.xactlycorp.com/express) or call 1-866-GO-XACTLY (469-2285).

### **About Xactly Corporation**

Xactly Corporation, the Smart Incentives Company™, is the market leader in on-demand sales performance management. The company's SPM Suite of products, enables sales and finance executives to design, implement, manage, audit and optimize 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, which is the lifeblood of sales performance management. Xactly helps companies improve operational performance, optimize 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. For more information, visit [www.xactlycorp.com](http://www.xactlycorp.com) or call 1-866-GO-XACTLY (469-2285).

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