

## **Xactly Corporation Launches Company and Unveils On-Demand Sales Compensation Application**

Xactly Incent Enables Companies to Incent Right and Sell More

SAN JOSE, Calif. – September 6, 2005 – Xactly™ Corporation ([www.xactlycorp.com](http://www.xactlycorp.com)), the first and only company to deliver a real-time, web-based, on-demand sales compensation application that enables companies to incent right and sell more, will be unveiling its first application – Xactly Incent™ – at Dreamforce '05, [salesforce.com](http://salesforce.com)'s annual user and developer conference, September 12 – 14, Moscone Center West, San Francisco.

Founded by former sales, marketing and development executives at enterprise incentive compensation management pioneer Callidus Software, Xactly combines deep domain expertise in automating sales compensation for direct sales teams and indirect channel partners with an on-demand approach.

"I recognized that there was an unaddressed and broad market need for an on-demand sales compensation management solution," said Christopher Cabrera, Xactly founder, president and CEO. "The cost to acquire, install, maintain and support traditional enterprise sales compensation applications is too high and beyond the reach of all but the largest of Global 2000 companies. Since many companies can't afford an enterprise-level solution, they have been getting by with homegrown, Excel-based solutions. While Excel does a good job at straight-forward calculations, it lacks the ability to effectively share real-time incentive performance with the sales force through web-based reports and what-if calculations. Now for the first time, companies can afford a sales compensation solution that helps drive and align behavior with corporate objectives through our on-demand approach."

"Xactly is ideally positioned to deliver the power of an enterprise application in an on-demand model at a fraction of the cost," said Reed Taussig, president and CEO of Vormetric and a member of Xactly's advisory board. Taussig, previously served as president and founding CEO of Callidus Software and later went on to take Callidus Software public.

"With real-time compensation feedback my sales team can optimize their compensation while aligning to our corporate sales objectives," said Jeff Williams, vice president of sales, IronPort, the world's leading email security products company and a first release Xactly customer.

Xactly Incent delivers the following major business benefits to sales executives, compensation analysts, sales operations and sales force professionals:

- Increase profits: Create incentive programs that maximize sales of the most profitable products.
- Gain competitive advantage: Adjust sales compensation plans quickly to react to changing market conditions.
- Increase productivity: Real-time web-based visibility into sales compensation allows the sales force to understand how they are being paid.
- Ensure Sarbanes-Oxley compliance: Companies can introduce an automated process for defining and paying compensation that provides full auditing to meet federal regulations.
- Build trust and confidence: Paying correctly and consistently fosters trust and confidence between sales and finance.



### **About Xactly Corporation**

Xactly Corporation delivers on-demand sales compensation applications that enable companies to incent right and sell more. In today's spreadsheet paradigm, companies tend to simplify or unnecessarily complicate their incentive programs. These programs, delivered with no real-time visibility, often leave the sales force unmotivated, resulting in unpredictable results. Xactly Incent allows companies to easily and affordably design, implement, manage and audit optimized incentive programs. With these improved programs in place, Xactly Incent provides sales with unprecedented real-time visibility via the web. The combination of the right incentives with complete visibility motivates sales to sell more. For more information, visit [www.xactlycorp.com](http://www.xactlycorp.com) or call 1-866-GO-XACTLY.

### **Media Contact:**

Dan Rampe  
Director of Corporate Communications  
Xactly Corporation  
Tel: 408-977-3132, ext. 310  
Email: [drampe@xactlycorp.com](mailto:drampe@xactlycorp.com)

# # #

© 2005 Xactly Corporation. All rights reserved. Xactly Corporation, "Incent right. Sell more.," and Xactly Incent are trademarks or registered trademarks of Xactly Corporation. All other trademarks are the property of their respective owners.