

## **Xactly Corporation Backs AMI-Partners' Whitepaper "Driving Business Results Through Better Sales Compensation Management"**

SAN JOSE, Calif. – October 9, 2006 – Xactly Corporation, (www.xactlycorp.com), the leader in automated on-demand sales compensation management, today announced its support for a whitepaper published by market analyst Laurie McCabe, vice president of SMB Insights and Business Solutions at Access Markets International Partners (AMI-Partners). Ms. McCabe's report, "Driving Business Results Through Better Sales Compensation Management," is available today at: [http://www.xactlycorp.com/resource\\_center/AMI\\_Whitepaper.pdf](http://www.xactlycorp.com/resource_center/AMI_Whitepaper.pdf)

Most businesses realize that effective sales compensation management can dramatically improve sales performance, but many still rely on "disjointed, ad hoc methods," such as Excel spreadsheets, to drive this process, according to Ms. McCabe. The result is a "messy mix of emails, paper documents and manual processing" that derails the sales compensation management program and is a "head-ache for everyone involved."

The bulk of Ms. McCabe's whitepaper focuses on the challenges associated with manual sales compensation management, the benefits of automating this process to achieve business goals, and why a multi-tenant on-demand sales compensation management system is the most logical solution for small and mid-sized businesses.

"Once upon a time, only the largest companies could afford a sophisticated sales compensation management program," said Christopher W. Cabrera, Xactly founder, president and CEO. "Thanks to the on-demand model, that's no longer the case. Today, businesses of all shapes and sizes can enjoy the benefits of automated sales compensation management. As the first and only company to offer a multi-tenant on-demand sales compensation management solution, Xactly is serving the masses of businesses that have been denied a better sales compensation program for far too long."

"In the sales compensation management area, Xactly Incent gives customers a highly functional, flexible on-demand solution, providing real-time data sharing and reporting and responsive, 24/7 service and support," said Ms. McCabe. "Delivered via a true, multi-tenant architecture and using the latest Web services and service-oriented architecture (SOA) technologies, Xactly Incent enables companies to quickly and effectively automate the sales compensation process. Taking this approach, SMBs can move beyond spreadsheets to effectively design, deploy, manage, communicate and audit their sales compensation programs—and drive improved top and bottom line performance."

Xactly Incent is used by sales and finance executives, compensation analysts, sales operations and sales professionals. Its rules-based, services-oriented architecture enables customers to quickly build all types of compensation plans and manage incentive compensation with minimum initial investment and low cost of ownership.

Xactly is the first and only company completely focused on delivering a 100% on-demand sales compensation management solution. It is also the first and only company to deliver a true multi-tenant solution in a SAS 70, Type II certified environment. This single-minded approach enables Xactly to minimize hardware and software infrastructure costs – savings that are then passed on to customers – and accelerate the process by which it delivers new features and functionality.

Prior to the advent of Xactly Incent, companies had to rely on spreadsheets to manage sales compensation or alternative enterprise solutions which were simply too expensive, time consuming and

difficult to implement for all but the largest companies. Xactly Incent's on-demand approach has resulted in companies for the first time being able to realize the power and benefits of an enterprise sales compensation application at a fraction of the cost and avoid all the headaches associated with enterprise applications – lengthy and expensive implementations, large up-front software license and maintenance fees, costly hardware and complex upgrades.

#### **About AMI-Partners**

AMI-Partners specializes in IT, Internet, telecommunications and business services strategy, venture capital, and actionable market intelligence — focusing on global small and medium business (SMB) enterprises. The AMI-Partners mission is to empower clients for success with the highest quality data, business planning and “go-to-market” solutions. AMI was founded in 1996 under the name of Access Media International (USA), Inc. by Andy Bose, formerly group vice president at IDC. Since its inception, the firm has built a world-class management team, each with ten to fifteen years' experience in IT, telecom, online communications or multimedia.

AMI-Partners has helped shape the go-to-market SMB strategies of more than 150 leading IT, Internet, telecommunications and business services companies over the last ten years. The firm is well known for its IT and Internet adoption-based segmentation of the SMB markets; its annual retainership services based on global SMB tracking surveys in more than 20 countries; and its proprietary database of SMBs and SMB channel partners in the Americas, Europe and Asia-Pacific. The firm invests significantly in collecting survey-based information from several thousand SMBs annually, and is considered the premier source for global SMB trends and analysis.

#### **About Xactly Corporation**

Xactly Corporation delivers automated 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)

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