The Next Chapter in Sales Excellence Using AI with Xactly

GUIDE

THE BASICS: UNLEASHING HUMAN POTENTIAL WITH XACTLY

When people think of sales automation, it's likely that the first company that comes to mind is Salesforce. But what they may not understand is how Sales Performance Management (SPM) complements CRM. SPM refers to the process of managing and training employees to advance their sales skills and processes — and ultimately maximize their results. SPM involves observing sales practices with software, measuring against performance benchmarks, drawing conclusions, and then implementing changes to ensure sales reps perform at the best of their abilities. According to Gartner, "SPM software comprises tools and process functions that automate and unite back-office sales processes. It is implemented to improve sales execution and operational efficiency."

The Xactly and Salesforce relationship dates back to 2005 when Xactly was founded and Salesforce became its very first customer. For the last fifteen years, the two tech powerhouses have grown together and built a strong strategic relationship. If you're not familiar with Xactly's flagship product, Incent, here's a crash-course: Incent is a Salesforce-certified AppExchange application that adds Incentive Compensation Management to Salesforce Sales Cloud. When companies integrate Xactly and Salesforce, they link compensation management with sales operations to make sales processes more efficient, effective, and motivational for sales teams around the globe.

SALESFORCE ON XACTLY: A SNAPSHOT

Xactly manages the most complex incentive compensation challenges for approximately 10,000 Salesforce sales reps while offering unmatched uptime, data security, and cost of ownership.

APPEXCHANGE
salesforce
PREMIER PARTNER
2019
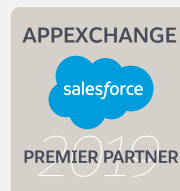
Partnership Profile:

Customer & Strategic partner since:	Salesforce Reps on Xactly:	Products used: Xacly Incent
2005	**10,000**	

X

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Our sales organization is continuously growing. Xactly improves the accuracy and efficiency of the compensation processes — and lets us scale easily and quickly within the system.

BUSINESS SYSTEMS ANALYST

SALES DATA CHALLENGES ABOUND

Segmented and siloed sales data plague over half of all enterprises. Company leadership teams have realized that to meet the higher-level company goals, a more holistic approach must be employed that integrates Incentive Compensation Management (ICM) into the broader sales process.

SPM covers everything from territory assignment, to planning, and quota setting. Many companies struggle to manage these processes because of scattered sales information and systems, which impede their ability to effectively plan for ever-changing capacity, quotas, resources, and territories.

Sound familiar? You're not alone in your quest for trustworthy sales data. According to CSO Insights, the average quota attainment was only 54 percent in 2018, and 64 percent of organizations reported accurate quota-setting was a major challenge. This means that most companies are falling short with their SPM programs. Data-driven insights from Xactly Incent can change this. Leveraging an automated, data-driven, and continuous approach to SPM can uncover millions of dollars in sales capacity gaps and reduce sales planning efforts by over 25 percent.

The goal of our market-leading SPM solution is to create visibility into key sales patterns to optimize future headcount, quota, and territory decisions, while operating at optimal productivity. Data-driven SPM decision-making is extremely powerful and companies that are stuck in legacy processes and systems will be left behind. According to the Aberdeen Group, "SPM users are 2.6x as effective at measurably connecting sales efforts to revenue compared to nonusers." Xactly with Salesforce help companies grow intelligently to win against their competition.

SALES DATA CHALLENGES MEET THEIR MATCH: XACTLY INSIGHTS

Artificial Intelligence (AI) is all the rage, but without a valid reason to deploy AI, companies are largely trying to "keep up with the Joneses" by throwing around the latest industry buzzwords. Xactly and Salesforce have integrated Einstein and Xactly's AI platform, called Xactly Insights, to solve some of the biggest challenges that leaders are facing today.

WHAT IS XACTLY INSIGHTS?

Xactly Insights taps into the largest and only dataset of its kind for AI in the sales industry. It includes over 14 years of pay and performance data, with 50 unique data elements from hundreds of thousands of subscribers. This dataset allows our clients to develop historical compensation

insights garnered from thousands of other companies, including key criteria associated with employee satisfaction, such as:

- compensation
- sales performance
- industry
- employee tenure
- company attrition levels

In addition, you can compare your company's performance with competition and peers in your space.

SNAPSHOT: NATIONAL INSTRUMENTS ON XACTLY INSIGHTS

Company: National Instruments is a technology company based in Austin, TX that aims to equip engineers and scientists with solutions that accelerate productivity, innovation, and discovery. They offer thousands of products that serve a broad base of more than 35,000 companies worldwide across multiple verticals.

Challenge: Prior to Xactly, incentive compensation reporting at National Instruments had been manual and labor-intensive. There were few metrics in place to track plan performance, and the company needed a more robust approach to monitoring plans.

Solution: National Instruments and Xactly worked together to review sales goals and expectations for the coming year. By understanding National Instruments' performance goals, such as pay for performance, quota attainment levels, and incentive payouts, Xactly was able to design a solution that analyzed relevant industry and peer data to improve its incentive compensation program.

Results: With daily incentive compensation data updates within Xactly dashboards, National Instruments can now create customized reports that slice and dice data and filter it by quarter, job title, plan type, geography, and team. With this new reporting capability, National Instruments has full visibility into the performance of each of their specific sales organizations.

POP QUIZ! WHAT IS SALESFORCE EINSTEIN?

Salesforce Einstein is like your very own personal data scientist—it infuses advanced AI capabilities to deliver more personalized and predictive customer experiences. Einstein automatically discovers important insights, predicts future outcomes, and proactively recommends the best next steps. It can even automate tasks for you.

WHAT CAN EINSTEIN & INSIGHTS DO TOGETHER?

While both AI platforms have incredible capabilities on their own, the integration between the two is what helps leaders make strategic, data-based decisions about the health of their sales organizations. What if you were able to tell what was going to happen to your salesforce before it actually happened? You'd want to know that, right? That's essentially what the right data analytics can do for you. Users of Einstein and Insights have the ability to prioritize opportunities, anticipate if top reps are at risk of leaving, and make real-time decisions to optimize overall sales performance.

Of course, predictive capabilities are not one-size-fits-all. Each unique organization has the power to leverage these predictive capabilities and tailor them to their specific needs such as advanced resource planning by territory and salesforce health checks. Xactly provides true visibility into company performance, which means you have all sales pipeline and quota performance in one place.

With the AI powers of Xactly and Einstein, leaders are able to bring clarity to organizational patterns in sales, bookings, and more. For example, you can use these AI platforms to drill into rep performance and see:

- Why and when your top performers leaving
- How many deals are they closing?
- How much money are they bringing in?

To fully understand the risk of rep attrition, you need to look at data across a range of factors. With a solid forecast of who's likely to leave, you can plan ahead to increase hiring, or adjust quotas and compensation to retain reps. Sales turnover can be costly as well with a most recent estimate of the cost of a lost sales rep running at more than $115,000. Few companies' budgets can handle the blow of losing a great salesperson. That's why it's more important than ever to implement leading tools that reduce the churn of high-performing members of your team.

In addition, Xactly Insights and Einstein allow sales leaders to gain a detailed view of the ebb and flow of sales activities. New AI capabilities in the platform identify factors that affect seasonality, such as new hire ramp-up time, headcount, hiring, and quota-setting to help align planning with broader corporate goals. Together, these platforms can boost organizational efficiency while reducing financial and operational risk.

GLOBAL COMPANY MAXIMIZES RESULTS WITH XACTLY

Company: This EMEA-based global company sells network and Internet protocol (IP) infrastructure, software, and related services. The company's CIO and Director of Sales and Marketing was looking for a better way to manage its entire sales process from planning, to executing, to optimizing.

Customer Objectives:

- Real-time visibility into sales rep pay and performance
- Accurately set and manage quotas to drive attainment
- Integrating back and front systems (ERP, HCM, Salesforce CRM)
- Optimize sales performance and analyze data

The Solution: Right away, Incent was able to solve the company's initial challenges of automating commissions and supporting a more efficient strategic sales planning process. This new data-driven approach allowed the company to model various scenarios and select the best plan for the business. Unifying the sales data was key and a direct cloud-to-cloud integration powered by Connect now allows data to move freely between Salesforce and Xactly.

Using Xactly's sales performance dataset, the company was able to use both platforms to create a single source of truth for all company sales reporting. Salesforce provides visibility into sales forecasting and pipeline management while Xactly provides visibility into historical sales win data, rep performance, and commission payout to ensure sales execution excellence. Together, these platforms create a rich dataset that illuminates true rep and company performance.

Metrics:

- 99.6% forecast accuracy
- Uncovered millions in revenue from gaps in sales capacity

CONCLUSION

The Sales industry is changing at a rapid pace. Without actionable sales performance data, companies are operating at a disadvantage. With Xactly, organizations harness the power of AI to enhance every aspect of the sales process, from planning to execution and optimization.

ADDITIONAL RESOURCES

Hype to Reality: Driving Sales Transformation through Applied AI & Machine Learning

Xactly

Inspire Performance

ABOUT XACTLY

Xactly delivers a scalable, cloud-based enterprise platform for planning and incenting sales organizations, including sales quota and territory planning, incentive compensation management, and predictive analytics. Using this powerful sales performance management (SPM) portfolio, customers mitigate risk, accelerate sales performance, and increase business agility.

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ABOUT SALESFORCE

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, artificial intelligence, voice and blockchain—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.