

PROOFPOINT DRIVES BETTER SELLING BY EMPOWERING SALES TEAM WITH DATA

CHALLENGE

Built on the world's most advanced intelligence platform, Proofpoint is on a mission to detect and block targeted attacks to help brands eliminate threats and risk. However, a spreadsheet-based approach was exposing the company to significant risk within its own sales compensation program. With a fast-growing sales team with hundreds of reps, Proofpoint needed a solution that would deliver better visibility, a clear audit trail, and fast, accurate payments.

SOLUTION

Using Xactly Incent Enterprise™, Proofpoint now has an automated system for all of its compensation initiatives and data. Plans can be easily rolled out in a matter of minutes, and new reps are quickly onboarded – giving the company the agility to move with the fast-paced dynamics of their business. Applying Xactly Analytics™, the company is now able to shift the time formerly spent just calculating commissions and auditing numbers to reporting and looking at the business more strategically. Today, everyone from sales ops to the C-Suite has quick access to the intelligence they need to inform better planning and sales forecasting. Moreover, they have confidence in the numbers, reducing questions and sales disputes.

RESULTS

Xactly has not only enabled Proofpoint's sales operations team to improve accuracy and productivity but has empowered sales reps as well. Integrated seamlessly with Salesforce CRM, reps have a clear picture of their selling environment and can estimate deal structures to maximize their compensation potential. And with Xactly on their mobile devices, they have complete transparency into their payments, enabling them to spend more time selling, rather than shadow accounting and manually calculating commissions.

proofpoint.

Proofpoint protects people, data, and brands against advanced threats and compliance risks.

Industry: Software

ROI:

- Real-time, mobile visibility for reps
- Clear audit trail
- Error-free calculations
- Quick analysis and reporting
- Elimination of disputes and shadow accounting

Products:

[Xactly Incent™](#)

Xactly Analytics

“We reviewed other commission tools and Xactly blew them out of the water. With Xactly on their desktops and mobile devices we have seen a definite change in sales rep behavior - they are focused on selling rather than shadow accounting. If a deal closes today, it's reflected in their dashboard tomorrow. The speed and accuracy have given them a great level of comfort.”

– Mitchell Waltz, Senior Commissions Analyst