

# The Power of a Data-driven Approach to Territory Design

## SITUATION

Continually focused on improving the management of their sales team to drive growth, a leading HR technology solutions company, was presented with the opportunity to reassess their current territory design provider at the time of renewal. They were focused on securing a solution that would not only allow them to design territories but also improve their overall approach to managing the growth of their business.

### CORE PRODUCTS

Xactly AlignStar

## Metrics

- › 80% Reduction in time to create territories
- › Decrease in manual processing time from weeks to hours
- › Increased data analytics and proactive sales planning
- › Proactive management of rep attrition, productivity & ramp

## CHALLENGE

The enterprise had developed a data-driven framework for building territories, internally referred to as “equalization vs optimization.” The solution chosen would need to make it easy to input their data and quickly visualize building territories that were equal and optimized.

Equal territories ensure everyone has the same access to opportunity while optimized territories ensure the company is extracting the most from an opportunity (referred to internally as the “extraction rate”) by ensuring the best rep, based on skill, location, and relationships, is assigned to the right accounts.

Additionally, the new technology selected would help the company inform how to structure their sales team. The company recently started building a virtual sales team and analytics from their new solution, was critical in making decisions about how to fundamentally set-up their sales team. The solution needed to be able to—inform decisions on the appropriate ratio between field reps versus virtual reps.

## SOLUTION

This HR SaaS company tested and reviewed several territory solutions but ultimately chose to partner with and deploy Xactly AlignStar, a leading territory planning solution. The company especially benefited from Xactly Alignstar's ability to seamlessly connect with additional technology, including Xactly's incentive and compensation management solution.

A key feature of Xactly Alignstar was the built-in optimizer—a proprietary feature based on 25 years of experience in creating and realigning territories that automatically creates fair and balanced territories. With no implementation required to set-up Xactly AlignStar, the team was able to immediately deploy the solution and quickly model and visualize multiple variations of territory designs based on their data.

With a salesforce of over 3,000 reps and 360 sales leaders split between divisions, areas, and zones, Xactly Alignstar makes it easy to visualize and model territories. The company leverages the solution daily to streamline processes and facilitate collaboration with the field. Xactly AlignStar also helps to ensure the organization achieves three key goals:

1. All reps have an equal opportunity to be successful
2. Each zone manager has the resources to meet their quota requirements
3. Coverage of each territory (both accounts and geographies) is maximized

**“The biggest reason to choose Xactly was the potential to grow with other products within the company. The service I received from Xactly was outstanding and their support team being extremely responsive reinforced we made the right decision choosing Xactly.”**

Sales Analyst, HR SaaS Company

## RESULT

Partnering with and deploying Xactly Alignstar, this leader in HR SaaS is already realizing the benefits of a solution that is purpose-built for sales territory design. The company was in the market for a product that would not only help them model different territory designs but also inform their decisions on the different ways to structure their business. They continue to experience strong growth with balanced, optimized sales territories. After deploying Xactly Alignstar, the company's Q1 revenue increased by 15% over the same quarter the previous year.

The company is currently leveraging Xactly Alignstar to model and identify opportunities where their virtual sales team would be better suited. Initially, the focus was on less populated areas, but due to its early success, the virtual team has experienced exponential growth. The company is now using Xactly Alignstar to review areas where there are dormant accounts and/or underutilized rep capacity to identify additional opportunities for this team. The virtual team help ensure the field teams are aligned with opportunities that are best suited to their location, skill level, relationships, and areas of expertise.