

XACTLY FUELS DATA-DRIVEN SALES PLANNING FOR PHARMACEUTICALS AND BIOTECH COMPANY

» » » About The Organization

This global company has enhanced the health and well-being of people around the world since the early 1900s and is an industry leader in producing plasma-derived medicines and transfusion medicine. It sells its products and services in more than 100 countries and regions and aims to be a global leader and reference for quality, safety, and innovation. They participated in the first international multicenter clinical trial of an anti-SARS-CoV-2 hyperimmune globulin, a potential treatment for COVID-19.

THE CHALLENGES

The organization has seen tremendous global growth over the last two years. Most recently, the company partnered with Xactly to monitor growth as it expanded its hospital and diagnostics divisions into Europe and APAC. Going forward, it's more important than ever to have a Sales Performance Management solution that accelerates digital transformation with scalability, agile planning, data visibility, and streamlined compensation programs.

Prior to implementing Xactly, the organization's Sales Performance Management (SPM) process was manual and extremely time-consuming. Without the data visibility, it needed to model potential scenarios and analyze the likely outcome of plan components, planning season was often a stressful time. *"Prior to Xactly, planning season was an incredible challenge. With Xactly, I am able to have easy access to model different metrics, plans, and components quite easily and then make recommendations to my leadership team."*

One of the company's main goals when implementing an SPM solution was to be less reactive and more proactive in terms of building sales plans that drive performance. As a crucial part of the company's digital transformation, the team wanted to be able to easily load data, calculate incentives, and clearly see payments in a centralized, efficient way.

THE SOLUTION

By leveraging Xactly's SPM platform, the organization has been able to gain greater visibility, instill more trust in the compensation process, and be prepared for any territory or plan changes that need to be made to drive the company in the right direction. Here's how the organization used each solution:

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Xactly has helped me tremendously, and I tell that to the wider team all the time. Xactly has allowed me to build a quick and agile compensation team, and has freed me up from tactical processes so that I have time to work on strategic initiatives that drive the business forward.”

- Sales Performance
Manager

XACTLY INCENT

Prior to Xactly, when the company was using workbooks, comp plans and payments were often sent back to the Compensation team lead with issues from other departments, now she is completely confident that it won't be sent back to her and there won't be other issues. This change alone has saved their organization an immense amount of time while creating greater efficiencies. Now, other departments can finalize the payments and all data is loaded quickly. The Compensation Manager added that in addition to helping the organization as a whole, *"Xactly has helped me emotionally. I know I can just add the data, and not chase down people. It saves me an abundance of time and late nights spent on busy work like emails and manual double-checking."*

In addition to helping individual performance, the company's Compensation manager shared that, *"Our executive team loves Xactly. When they prepare for meetings with our governance committee, Xactly helps me to be able to provide them with the data and metrics they need far ahead of time so that they can be responsive and not reactive in those high-level meetings. They have an exec dashboard, and can get all of their questions answered ahead of time and are never caught off guard by VPS or C-level executives."* Using analytics and Xactly's simple dashboards, the company pulls dozens of reports from territory level to high-level goals and quotas, so each manager has complete visibility and validation of numbers and performance in order to make data-driven decisions that drive sales performance and align to company goals.

During this unprecedented year, the Compensation team lead felt comforted by the knowledge that Xactly could continue to help her support the sales team during this time of change. The platform made it very easy for her to easily pull data, model scenarios, and make any adjustments necessary to support company and market changes.

XACTLY SHOW ME

As the organization looks into 2021, it is focused on becoming more data-driven, and they are excited to bring Xactly Show Me on board to further encourage reps, emphasize the training they go through, and create a better line of communication between the Compensation team and the Sales team. With Xactly Show Me, you can significantly improve onboarding time up to 50% and get your reps selling more quickly. In addition, it increases users' confidence in managing change at every stage of the Sales Performance Management process. End users get the guidance they need, right in the context of their daily workflow, specific to their role and requirements.

XACTLY ALIGNSTAR

Xactly AlignStar is a territory mapping software specifically designed to drive higher revenue and lower the cost of sales. It's a purpose-built solution that automates and optimizes territory design and planning. The company has used AlignStar to more efficiently make decisions around territory planning. According to the Sales Compensation Lead:

"AlignStar is easy to use. You can quickly enter area codes, reps, and other territory factors and then view and play with maps that help you build the ideal territories for your teams." - Sales Performance Manager





XACTLY INSIGHTS

The organization is currently in the planning season for 2021 and they are using Xactly Insights to get benchmarking data so they can set out the best KPIs possible. In addition, they are comparing potential plans to other companies of their size and industry in order to stay competitive and drive the best sales performance possible.

With Xactly Insights, sales leaders are empowered to combat challenges like building, growing, and running best-in-class organizations. Xactly Insights is a next-generation analytics tool that helps leaders do just that by leveraging key pay and performance data for effective decision making. It arms sales leaders with actionable, data-driven metrics about their reps in order to align and drive behaviors that produce results.

THE RESULTS

This company had the right solutions in place to manage growth, adjust to changes quickly, and handle any curveballs that were presented during the pandemic. Given the situation that many companies are currently in, this organization has managed to maintain growth, all while making data-backed decisions that fuel sales performance. In addition, Xactly has empowered them to:

- ▶ Decrease time spent preparing for financial review meetings by 50%
- ▶ Reduce shadow accounting by reps by providing dashboards and timely reports
- ▶ Achieve better visibility into accruals, attainment, and other data insights
- ▶ Be prepared to easily pivot plans when changes arise
- ▶ Align the business to the comp plans more strategically
- ▶ 100% reduction in compensation payment errors
- ▶ Reduce payment processing time by 75%

