

Build vs Buy:

What's Right for Your **Incentive Compensation** Programs?

Should you build your own homegrown incentive compensation management (ICM) solution and continue to muddle through via spreadsheets and uploads/downloads, or is there a better way?

Let's break down a few considerations for each path.



Spreadsheets and Other Tools





Becomes Complex



Complicates compensation programs when company mergers, global expansion (with different currencies), or additional payees come into the mix



Complexity

Simplifies the Complex



Comes built with industry best practices baked in

Creates Errors



Inserts commas accidentally in the wrong places



often behind schedule

Risks the loss of valued reps



Creates Precision

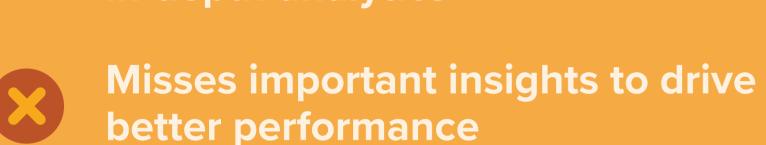


Keeps reps happy

Gets Technical



Requires engineering or IT to build dashboards and reports for more in-depth analytics





Surfaces Insights





Tracks sales and compensation plan performance

Lacks integration



Fails to connect to crucial CRM, ERP, payroll, and other systems required for efficient planning and optimization of comp plans



Creates Cohesion

Establishes a single source of truth for all Sales Performance Management (SPM) activities

Breaks down deep silos and fosters a culture of trust and transparency

Adds Up

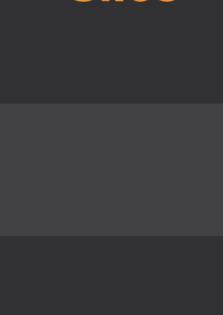


Misuses time spent on shadow

accounting and dispute resolution



Wields inefficient internal systems that cannot keep all SPM stakeholders on the same page



Long-Term Costs

三(\$)

Reveals Worth

Provides long-term gains and savings

Provides a possible 328%¹ ROI

Gets Complicated



Requires significant effort to implement and maintain compliance with regulatory requirements like the Sarbanes-Oxley (SOX) Act



Becomes Effortless Protects organizations with



a fully auditable incentive compensation solution

and simplify compliance with SOX and other regulatory requirements

Gives detailed audit trails to ensure

Creates Confusion Lacks transparency and visibility



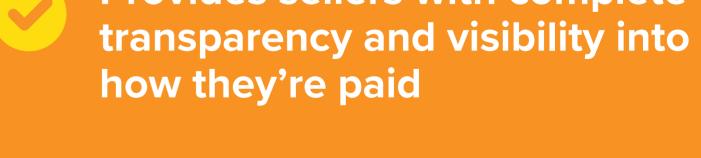
for sellers Leaves reps in the dark on



performance and upcoming commissions



Provides Clarity Provides sellers with complete



Gives sellers insight into potential earnings and how they compare to colleagues

about Xactly Incent and the Intelligent Revenue Platform

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there are many disadvantages that start surfacing as soon as you start building it. Compensation plans are strategic assets that help

An in-house ICM solution might look like an

attractive and lucrative option at first, but

your company build and sustain a competitive advantage. Considering all the factors, risks and limitations that come with developing and maintaining a homegrown system, it is essential for organizations to invest in a robust and future-proof ICM platform that goes beyond just organizations must look to holistically plan, execute and continually optimize their sales processes. Xactly's Intelligent Revenue Platform is the only solution that aligns seller behavior with boardroom strategy to create a resilient, predictable, and profitable business. Source:

¹ Forrester Consulting Total Economic Impact™ study

ICM is only the beginning to shaping and

motivating your salesforce. To truly succeed,



