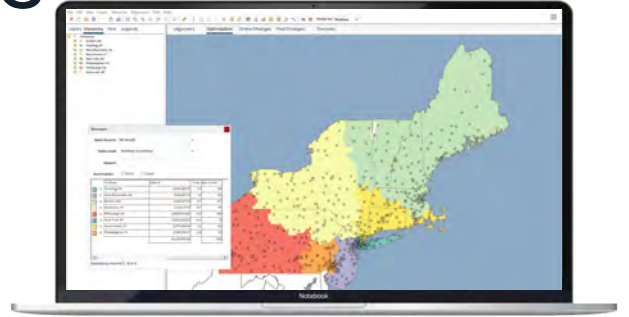


# Visualize and Optimize Territory Alignment

Automate and optimize balanced territory alignment to uncover opportunities and increase productivity



Attracting and retaining top talent is more important than ever. To keep your sales representatives happy and successful, it's important to create efficient and fair territories. However, the ongoing design and maintenance of territories is a time consuming process if you are relying on manual tools. That's why forward-looking organizations are looking for a more efficient and effective way to maintain balanced territories.

Xactly AlignStar® utilizes an intuitive, map-based interface to enable territory planning that equips sales organizations to build and optimize balanced territories that align with company goals.



## INCREASE REVENUE

Xactly AlignStar helps sales organizations to:

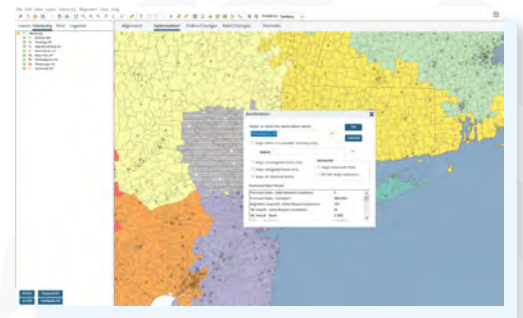
- ▶ Identify “whitespace” and “greenfield” opportunities to increase account penetration and expand your customer base.
- ▶ Optimize territory maps automatically with proprietary, advanced analytics to ensure fair and balanced territories.



## LOWER COSTS

Create workload-efficient territories to:

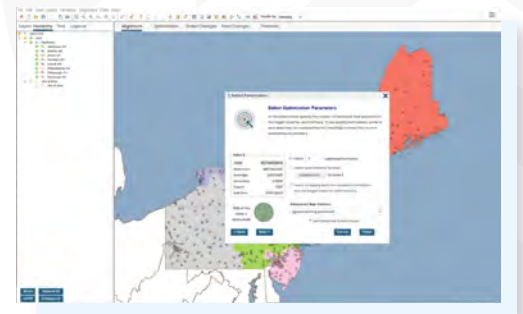
- ▶ Reduce reps' travel time and expenses, allowing them to focus on selling.
- ▶ Analyze existing alignments using geospatial visualization (e.g., choropleth and thematic maps) to balance territories, improve design and increase travel efficiency.



## BOOST SALES PRODUCTIVITY

By automating territory optimization, you can reduce the time needed to align and optimize territories from several weeks to days, allowing you to:

- ▶ Design territories within minutes of gaining system access with no implementation required.
- ▶ Grade current territory alignment to ensure they are optimized for company goals.



## Why Xactly AlignStar ?

Xactly understands the value of bringing together operational and intelligence capabilities to drive revenue operations success. That’s why we built our [Intelligent Revenue Platform](#), enabling us to align planning, performance and prediction functions into one cohesive platform.

As part of the broader Intelligent Revenue Platform, Xactly AlignStar empowers businesses to visualize, analyze and manage territories that are fair, travel-efficient, and optimized for productivity.

**75%** 

**faster**  
territory alignment

**15%** 

**reduction**  
in sales travel costs

**20%** 

**boost**  
in sales productivity

“Using Xactly AlignStar has been a game-changer in terms of managing territories at our organization. Retaining top sales talent is more important than ever, so a solution that helps us ensure our territory alignment is transparent and fair also helps us keep our top performers.

In addition, AlignStar allows us to quickly make territory changes to respond to our current needs and goals with just a few clicks.”

**SALES OPERATIONS LEAD**  
Medical Device Manufacturer

**>> READY TO GET STARTED? <<**

To learn more about Xactly AlignStar, visit our website to request a demo at [xactlycorp.com](https://xactlycorp.com)

## About Xactly

Xactly provides the only AI-powered platform that combines revenue intelligence and sales performance management so organizations can unlock their full revenue potential. Backed by two decades of pay and performance data, Xactly’s Intelligent Revenue Platform is designed for finance, revenue, compensation, and sales leaders who want to drive quality, sustainable revenue. To learn more about Xactly and the latest issues and trends in revenue intelligence, visit us at [XactlyCorp.com](https://XactlyCorp.com), follow our [blog](#), and connect with us on [LinkedIn](#).



**Xactly**