

Territory planning and management is a critical first link in the sales performance management (SPM) value chain. Effective territory planning is essential to motivate and drive performance.

Xactly AlignStar® gives senior sales executives, sales operations, and sales effectiveness teams the ability to optimize sales productivity through territory planning and management. Xactly AlignStar empowers businesses to create and manage well-balanced, travel-efficient territories with the ability to visualize, analyze and manage territories.

- **Visualize** territories, accounts and sales reps with an interactive, map-based view that enables customers to design and edit territories.
- **Analyze** existing alignments to understand where to improve design, balance, or travel efficiency of territories.
- **Manage** with exports for geographic- and account-based territory assignments to be consumed by downstream applications.

## INCREASE REVENUE

Xactly AlignStar lets sales organizations identify “whitespace” and “greenfield” opportunities to increase account penetration and expand the customer base. With Xactly AlignStar, **companies have experienced up to a 7% increase in sales.**

## LOWER COSTS

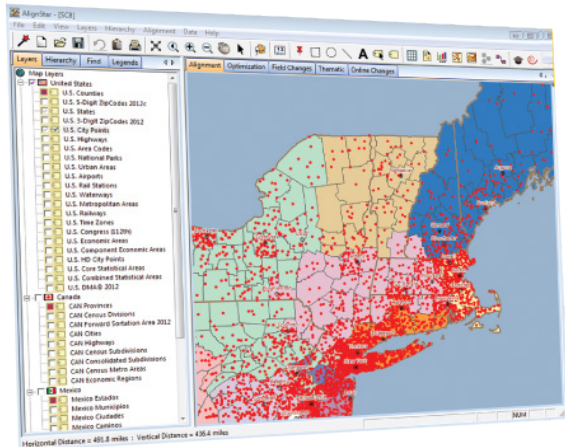
With Xactly AlignStar, you can create more workload-efficient territories to reduce “windshield” time and travel expenses. Using Xactly AlignStar, **customers have reduced travel costs up to 15%.**

## BOOST SALES PRODUCTIVITY

By reducing travel time, your sales organization gets more time in their day to sell. Better alignment with sales opportunities also creates optimal resource coverage. Xactly AlignStar **customers have gained up to 20% productivity the first year of usage.**

## SAVE TIME

By automating the process, Xactly AlignStar reduces the time to align and optimize territories from several weeks to days. **Our customers have experienced up to a 75% reduction in the time it takes to plan a territory alignment.**



### Xactly AlignStar (for Desktop)

- Works with Windows desktop or laptop
- Advanced market analytics tools
- Advanced geospatial visualization: choropleth maps, graduated symbol maps, dot density maps and dual variable thematic maps
- Automated territory optimization
- Can process data from up to 10 different sources at once, such as spreadsheets and ODBC databases
- Easily export territory alignments into any CRM

### Xactly AlignStar (for Salesforce)

- Improved balance and travel efficiencies with prescriptive recommendations
- Plan and manage territories with live Salesforce data
- Gain value with Salesforce's native security, sharing, and permissions features

