

# A Business Partner Solution for Cross Industry

Enabling Variable Compensation Programs to Align with Corporate Strategy

## Varicent

### Sales Performance Management (SPM)



#### Solution Description

Varicent Sales Performance Management (SPM) aligns pay-for-performance programs with strategic objectives for corporate growth and profitability in industries including: insurance, wealth management, pharmaceutical and health care, technology, retail and many more.

Varicent SPM delivers technology that automates the assignment of territories, the collection and approval of quotas, the administration and calculation of incentive compensation plans, it examines sales performance and evaluates the effectiveness of incentive programs. Variable compensation programs are the single largest variable expense of large corporations, and successful pay-for-performance programs are a hallmark of efficient, effective and high performing organizations.

#### Features & Benefits

Unlike competitive offerings in the market, Varicent SPM is a flexible, configurable technology that adapts to corporate processes, addressing the unique aspects of any company or industry. Varicent SPM is fully scalable, accommodating 150 payees to 10,000+, perfect for large enterprise environments but can be implemented in departmental and upper mid-market customers.

Additional benefits of deploying Varicent SPM include:

- Building a pay-for-performance culture
- Giving sales people and management more time to sell
- Rewarding and retaining top performers and increasing employee satisfaction
- Easy compensation plan creation, modeling and what-if simulation
- Assessing economic impact of proposed new plans
- Multiple scenario & currency capabilities
- Detailed "what-if" analysis of commission plans
- Support for time arrays, date conditions and other calendar-based parameters
- Complete web-based interaction
- Customize data tables, columns, fields and types
- Integration with multiple data sources

#### Value Proposition

Using Varicent SPM, companies can efficiently and effectively manage and automate the process of calculating and reporting variable-based pay. Varicent SPM helps companies better manage, measure and understand the economic impact of their variable compensation programs.

#### Company Description

Varicent Software Incorporated delivers the most innovative sales performance management solution addressing the needs of business professionals across the entire enterprise. High performing companies relying on Varicent for better visibility and control of their complex variable compensation programs, automating the assignment of territories, the collection and approval of quotas, and reporting and analyzing sales performance include: Waste Management, Linksys by Cisco, Sherwin-Williams, Manpower, Autodesk, Getty Images, Starwood Hotels, Time Customer Service and many others.

#### IBM Segment

- Cognos

#### Business Function

- Performance Management

#### Target Industry

- Cross Industry

For more information, contact:

**Mark Girvan**  
**(416) 642-9676**

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