

# IBM Software Group

## Sales Quota Allocation Performance Blueprint



### Solution Description

The IBM Cognos Sales Quota Allocation Performance Blueprint enables incentive compensation analysts and sales managers to determine the proper sales quota for each territory while addressing changing market conditions and meeting corporate revenue objectives.

The Blueprint provides enables three key areas:

- A dashboard that allows the incentive analyst and sales management to visualize historical and projected sales quota attainment.
- Forecasting and modeling capabilities through which the incentive analyst can determine the optimal weighting of key sales quota drivers and sales management can customize quota plans based on local market conditions (with an audit trail).
- Workflow management that eliminates the use of distributed spreadsheets, removing the manual reconciliation function and greatly simplifying process management.

### Features & Benefits

The Sales Quota Allocation Performance Blueprint provides a hierarchy of dashboards and reporting features designed to guide the user through a clearer understanding of the allocation outcomes.

The Blueprint incorporates a driver-based algorithm to distribute the company-wide brand sales forecast across territories based on demographics data and market conditions, including:

- Market Volume
- Product Market Share
- Managed Care Index
- Market Growth %

### Value Proposition

Regional managers need clear targets and goals along with an understanding of how they are defined. Managers must be able to forecast sales and have continuous feedback on their performance against corporate targets and sales forecasts. The Sales Quota Allocation Performance Blueprint can meet these needs.

The use of this Blueprint significantly reduces the time, overhead and cost associated with quota management; enables pharmaceutical companies to move ever closer to optimizing revenue through quota allocation; and ultimately drives increased revenue and profitability.

#### IBM Segment

- Cognos

#### Business Function

- Performance Management

#### Target Industry

- Life Sciences

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