



## IBM Business Analytics - CASE STUDY: AAA NCNU

Advancing safety and security for travelers since 1902 AAA NCNU depends on its sales agents.

- 500 who sell property and casualty insurance
- 75 who sell life insurance
- 100 who sell travel services
- 800 who sell memberships

To ensure accurate and timely compensation across divisions AAA NCNU needed an agile and highly visible compensation platform that delivered immediate and error-free performance insight.

IBM Cognos Incentive Compensation Management provided:

- 300,000+ transactions calculated in under 10 minutes  
The AAA NCNU compensation team sped up productivity by processing payments faster to save a full day per week.
- Saved \$100,000+ and 4-8 weeks of work without IT involvement  
With flexible plan management and forecasting, business users adapted plans on the fly with analytic modeling to gauge the impact of changing comp rules.
- High impact performance reports accessed through CRM  
Seamless integration and timely reporting gave sellers accurate and intuitive drill down capabilities to track their performance against targets.

IBM Cognos ICM enables organizations to automate the compensation process to give AAA NCNU a highly agile compensation platform transforming sales performance management to achieve business goals.

Read the case study: [ibm.com/business-analytics/AAA](http://ibm.com/business-analytics/AAA)

### IBM Business Partner OpenSymmetry

[ibm.com/business-analytics/SPM](http://ibm.com/business-analytics/SPM)

[ibm.com/business-analytics/SPMsolutions](http://ibm.com/business-analytics/SPMsolutions)

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Produced in the United States of America  
November 2014

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