



IBM Business Analytics - Case Study: Getty Images

Global communicators depend on Getty Images to tell powerful visual stories through digital media.

- From stock photography
- To editorial images
- To footage & music.

Getty Images needed to replace a legacy compensation system driven by spreadsheets, e-mail and manual processes with a simple, flexible and efficient solution.

IBM Cognos Incentive Compensation Management met this need:

- **Offering powerful flexibility with diverse functionality:**
 - Intuitive UI designed for business users
 - Ease in modifying existing plans
 - Improved auditing of approvals and disputes
- **Building speed and simplicity into compensation processes:**
 - Updating comp plans that took days, now takes 30 minutes
 - Sales reps can easily review commission statements online
 - Automation improved spreadsheet accuracy and cost savings
- **Enhancing visibility to drive better sales strategy:**
 - Quicker reporting turns raw data into immediate insight
 - Predictive capabilities mean more control for sales reps
 - Proactive focus on new products and services increases revenue

IBM Cognos ICM enables organizations to automate the compensation process to help Getty Images achieve more effective compensation as an analytics-driven leader in digital media.

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