Conterra's Tele-Tale: Optimizing Incentive Compensation Management With Xactly

In the fast-paced world of telecommunications, operating with agility and precision is required to sustain business growth. This often leads to businesses facing slowed sales efficiency and misaligned strategies, as the complexity of their incentive plans can result in errors stemming from inefficient processes. Knowing this, compensation teams are recognizing the need to optimize their incentive compensation management (ICM) processes to swiftly adapt drive sales to peak performance.

Enhanced accuracy and speed of sales-related calculations

Incentive distributions have led to faster processing of sales commissions.

Reduced the resources needed to administer their compensation plans by 50%.

Tele-Challenges

Before implementing an ICM solution, Conterra was encountering a series of tough challenges, each posing barriers to it's sales eciency and strategic alignment. The complexity of Conterra's incentive plans gave rise to intricate calculations, leading to ineciencies and errors within their existing processes in Excel. Additionally, the need for better system integrations indicated a requirement for a more cohesive and streamlined approach to managing incentives.

Critical factors in choosing Xactly Incent and Xactly CEA included its ability to handle Conterra's complex sales plans, automated improvements in accuracy and speed, the centralized dashboard and reporting capabilities, and the reduction in administrative overhead compared to the previous Excel-based system.

CONTERRA™ NETWORKS

Industry:	Telecom
Size:	250+
Core Products	Incent, CEA
Established	2001

xactlycorp.com

How Xactly Helped

Broadening Change

Chris Vogan, FP&A Sales Analyst at Conterra, came on board after his team initiated their transformation with Xactly and has played a key role in continuing to align their Incentive Compensation Management (ICM) with the dynamic demands of the industry.

By implementing Xactly, Conterra has realized a multitude of benefits - all while maintaining compliance and auditability of its commission plans and payouts.

Xactly's plan design functions in Xactly Incent effectively manage Conterra's intricate sales commission structures that were difficult to maintain in Excel.

What's more, the enhanced accuracy and speed of sales-related calculations and incentive distributions have led to faster processing of sales commissions, enabling sales representatives to promptly access their commission details for quick identification and resolution of any discrepancies.

> **Most of our analytics and reporting is very customized because I'm the one putting it all together. Xactly's flexibility allows us to tailor it to our specific needs.**
>
> **CHRIS VOGAN**
> FP&A Sales Analyst, Conterra

Chris commented that, "Nowadays, our sales reps can see a general outline of what they're going to get paid at the end of the month a lot quicker. This allows them to address any issues or changes faster."

Lastly, Xactly CEA's centralized reporting and analytics feature has provided a more comprehensive and holistic view compared to the disparate Excel reports previously used.
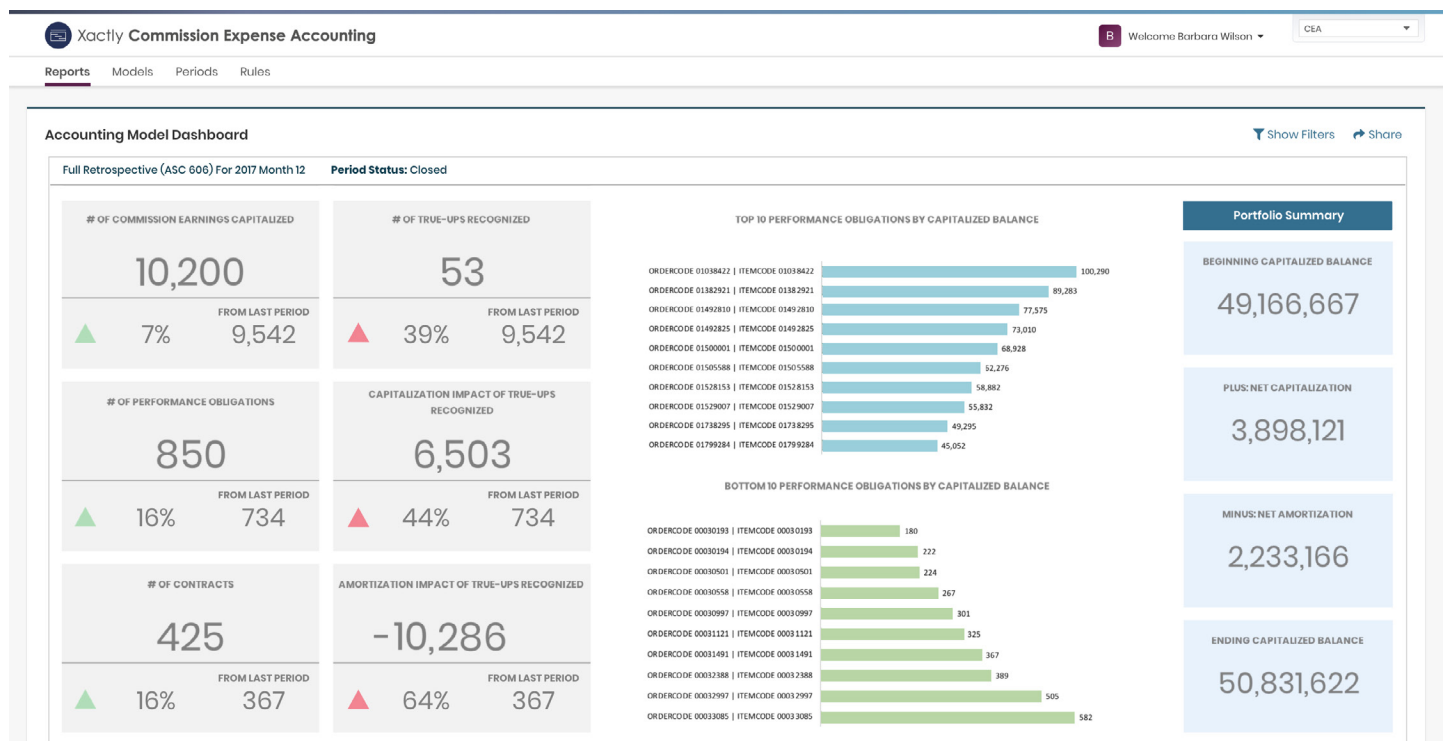
Connecting The Future:
Telecom's Path Ahead

With the time savings and efficiency improvements with Xactly, **Conterra has reduced the resources needed to administer their compensation plans by 50%.** This has allowed the Conterra team to focus on more strategic activities - particularly during the busiest time of the month.

Looking ahead, Conterra has outlined strategic plans to deepen its collaboration with Xactly by integrating the platform with its existing CRM system, Salesforce, and ERP systems.

By streamlining these integrations, Conterra aims to establish a more seamless and efficient flow of data and information across all their business systems, enabling better decision-making and operational excellence.

> **"**
> The plan design functions in Xactly are great, given the complex sales commissions that we pay. It provides us with the robust functionality that we wanted without worrying about the accuracy or manual alterations like we had to do in Excel.

CHRIS VOGAN
FP&A Sales Analyst, Conterra

About Xactly

Xactly provides the only AI-powered platform that combines revenue intelligence and sales performance management so organizations can unlock their full revenue potential. Backed by two decades of pay and performance data, Xactly's Intelligent Revenue Platform is designed for finance, revenue, compensation, and sales leaders who want to drive quality, sustainable revenue. To learn more about Xactly and the latest issues and trends in revenue intelligence, visit us at XactlyCorp.com, follow our blog, and connect with us on LinkedIn.

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