Ottobock Accelerates Sales Efficiency and Sales Team Engagement **with Xactly**

Ottobock, a global leader in prosthetics and orthotics, operates on a hybrid go-to-market model that combines direct sales, clinical services, and partnerships with healthcare providers. As the U.S. business expanded, Ottobock needed a scalable, automated compensation solution to support a growing and broadening sales team. The team's existing manual processes couldn't keep up with the inherent complexity of managing plans and delivering real-time visibility into performance for their sales teams.

Key Results

99% of compensation plans are now automated, significantly reducing manual workloads	Monthly payroll processing time was **reduced from weeks to just a few days**	All North America teams now have **real-time visibility into their commissions**

The Challenge

Ottobock's North America sales teams, which include territory managers, regional directors, and service-focused roles, were compensated through variable incentive plans tied to revenue performance. However, these plans were being managed manually in spreadsheets, creating significant bottlenecks, limited visibility, and inconsistent execution. Four core challenges Ottobock was experiencing before implementing Xactly:

› **Manual, Error-Prone Commission Processes:** Compensation was managed using spreadsheets and data from multiple disconnected sources like SAP and distributor files, leading to inaccuracies, overpayments, and underpayments.

› **Lack of Visibility for Sales Reps:** Sales reps had limited insight into how they were performing against quota or what they were earning, which eroded trust and made it dicult to drive behavior.

ottobock.

Industry:	Medical Devices (Prosthetics & Orthotics)
Size:	10,000+
Xactly Products	Xactly Incent, Xactly for CRM, Xactly Alignstar
Founded	1919

›   **High Operational Overhead and Risk Exposure:** Payroll cycles were time-consuming and audit-prone, with finance teams spending days compiling data and reconciling discrepancies.

›   **Inflexible Credit Rules and Complex Data Mapping:** Sales crediting across distributors and regions required complex, manual mapping tied to static territories, limiting agility and increasing the risk of disputes.

Without a centralized platform, Ottobock struggled with late payouts, discrepancies in earnings, and minimal insight into sales rep performance. They needed a solution that would provide transparency, reduce manual errors, and support standardized compensation strategies across business units and geographies.

> ❝
>
> **It used to take us three weeks to process commissions across countries. Now it's done in a few days, and the accuracy and transparency have improved dramatically."**

Jake Politte
Head of Finance, Ottobock

The Solution

Ottobock selected Xactly to bring consistency, automation, and scalability to its incentive compensation operations. Using Xactly Incent, Ottobock automated the design and execution of their unique compensation plans across multiple roles, while Xactly Connect enabled seamless data flows from SAP. Ottobock also implemented Xactly for CRM to further streamline the connectivity of sales data, commissions data, and visibility for reps to see their potential payouts. Keeping these experiences managed natively within Salesforce was critically important to the Ottobock team.

Four critical elements of the solution for Ottobock were;

›   **Automated Incentive Compensation with Xactly Incent:** Ottobock replaced manual spreadsheets with Xactly Incent to automate the end-to-end commission process. This ensured accurate, timely payouts and eliminated the need for error-prone data consolidation across SAP and distributor systems.

›   **Seamless Crediting and Centralized Rules Engine:** Xactly enabled Ottobock to establish clear crediting rules based on territory assignments, ensuring every sale - whether direct or through a distributor -was properly credited to the right rep without manual intervention.

›   **Real-Time Visibility for Reps via Salesforce Integration:** Sales reps gained real-time access to performance dashboards embedded in Salesforce, showing quota attainment, earnings progress, and goal tracking - all updated weekly. This increased rep engagement and reduced compensation-related inquiries.

›   **Scalable Data Integration and Reporting with Xactly Connect:** Xactly Connect facilitated secure data uploads via SFTP, transforming raw SAP files into clean, usable data. This enabled Ottobock to create a repeatable process that significantly accelerated payroll cycles and improved data governance.

Xactly's implementation approach emphasized hands-on collaboration and change management to ensure successful adoption, especially among U.S.-based commercial teams. The phased rollout began with sales and marketing and then expanded to services and clinical support.

The Results

Post-implementation, Ottobock's U.S. sales organization saw rapid improvements in payout accuracy, plan transparency, and rep confidence. Sales reps now have on-demand access to dashboards that show quota attainment and expected earnings, reducing the volume of compensation inquiries and disputes. Administratively, payroll processing cycles were cut from weeks to days.

"The fact that we could use it just for visualization was huge... we're trying to make Salesforce the one-stop shop for everything." - Jake Politte, Head of Finance, Ottobock

The centralized platform also enabled better alignment between business goals and incentive structures, allowing Ottobock to drive strategic initiatives like new product adoption and customer engagement. With Xactly in place, Ottobock is positioned to continue scaling eciently, with compensation now acting as a lever for performance - not a process burden

Next Steps for Ottobock

Ottobock's adoption of Xactly demonstrates the power of automated ICM programs, and the value transparency brings to revenue performance. By leveraging Incent's prepackaged features and Xactly for CRM's native Salesforce experiences, Ottobock transformed cumbersome, error-prone processes into an efficient, scalable, and transparent system. As a next step, Ottobock is exploring further projects with Xactly around territory management and , including HR data integration, reinforcing its commitment to digital transformation and operational efficiency.

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.

Xactly®

xactlycorp.com