

# INCENTIVE COMPENSATION



## Axtria at a glance

Axtria is the leading life sciences analytics company. We combine Industry Knowledge, Business Process and Technology to help our clients make better data-driven decisions.

- More than 850 employees worldwide in 7 locations
- Over 25 principals with 15+ years domain experience
- Partnered with more than 60 clients, including 8 out of the top 10 life sciences companies



## Motivating High Performance Sales with Incentive Compensation & Rewards

Motivating high performance in sales teams is a growing issue in the pharmaceutical industry. The environment is getting tougher and incentivizing the right behaviors is becoming more challenging. These challenges are compounded by a number of factors that many other industries do not face including government regulations, sales channel proliferation, limited access to traditional buyers and transforming operating models.

Talent structures have had to evolve to meet the needs of today's broad set of buyers and influencers. Now it's not only Field Sales Reps, but Inside Sales, Key Account Managers and Channel Partners who all need to be measured and rewarded in a motivating way. Determining the right pay mix for these sales professionals is critical to success. Aggressive compensation can motivate stronger sales results while excessive incentives can lead to undesirable behaviors. This is all against a backdrop of continual market growth, ever-changing value areas and fierce competition, where incentive plans need to be regularly evaluated and redesigned to succeed.

## Incentive Compensation Centre of Excellence

Motivating high performance sales takes a deep understanding of the industry domain, strong process governance and flexible cloud technology. Axtria's dedicated 'Centre of Excellence' provides the next generation of Incentive Compensation experts, with a focus on process, innovation and quality - using best-of-breed cloud platforms.

### Advisory Services: Deep Domain & Vertical Knowledge

- Annual / POA based design services
- Analytics driven quota setting process
- Effectiveness study of existing incentive compensation plans

### Implementation Services: Experts in Enterprise Grade Solutions

- Platform selection assistance
- Implementation and integration of best-of-breed platforms (Oracle, Varicent, Callidus, Xactly)
- Pre-built accelerators and integrations with operations processes

### Outsourcing Services: Strong Process Governance

- Support for running incentive compensation programs
- Validation services for compensation inputs and outputs
- Data management and sales crediting services
- Staff augmentation

## Why Axtria

**People:** Strong team with industry experience of managing incentives for more than 25,000 sales reps in the US.

**Process:** Structured and best practice processes for implementation and support of all sales performance management application.

**Technology:** Delivery accelerator with cloud based Axtria SalesIQ™. Experience with best of breed IC platforms and integration services with upstream and downstream applications.



To find out how Axtria can help you optimize all aspects of sales performance visit us at [www.axtria.com](http://www.axtria.com)

## Axtria SalesIQ™

Axtria SalesIQ™ is a cloud based sales operations platform with integrated Territory Alignment, Call Planning, Incentive Compensation and Field Reporting. Built on Force.com, the platform provides a rapid accelerator to deliver sales planning and operations capabilities to Salesforce and Veeva customers.

Axtria SalesIQ™ Incentive Compensation capabilities include:

- Compensation Plan Design and Simulation
- Goal Setting
- Sales Crediting
- Plan & Spiff Administration
- Plan Effectiveness Reporting
- Comprehensive auditing and history tracking capabilities

Pre-built integration with Veeva, alongside industry specific data objects and functionality, provides the leading sales planning and operation management solution for the pharmaceutical industry. Single sign-on and a familiar look-and-feel provide a seamless user experience, and the shared database means minimal integration.

“*Axtria streamlined sales crediting and eligibility processes resulting in 50% cost reduction and improvement in payments cycle time by 100%.*”

## Customer Case Studies

### Global Incentive Compensation For 17,000 Sales Reps

End-to-end Sales Compensation services to all global commercial teams driving better sales productivity and effectiveness through incentives & bonuses.

### End-To-End Incentive Compensation for 2000+ Reps

Our client, a top 25 global Pharma company, was entering into new therapeutic areas which impacted sales performance design. Axtria developed simulations for payout curve designs and plan structure modelling scenarios with Amazon Redshift powering large scale data processing.

### IC Transformation for a Complex Sales Structure

A Fortune 500 company was facing inefficiencies in sales force deployment leading to significant delays in incentive payments, increased frustration with the field force, and poor sales performance visibility. Axtria implemented a robust business rules engine to manage alignment, crediting and eligibility rules and scenarios for over 1200 reps, across 24 sales teams. Through the implementation Axtria streamlined the client's sales crediting and eligibility processes resulting in 50% cost reduction and improvement in IC payments cycle time by 100%.

## Contact Us

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### Disclaimer

Axtria understands the compliance requirements behind personalization and we do not work with any personally identifiable data that can identify an end-customer of a business.

We have the strictest data security guidelines in place as we work with businesses to improve the experience for their customers.

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Founded in 2009, Axtria is a Big Data Analytics company which combines industry knowledge, analytics and technology to help clients make better data-driven decisions. Our data analytics and software platforms support sales, marketing, and risk management operations in the life sciences, finance, retail, and technology industries. We serve clients with a high-touch on-site and onshore presence, leveraged by a global delivery platform that focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

For more information, visit [www.axtria.com](http://www.axtria.com)

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