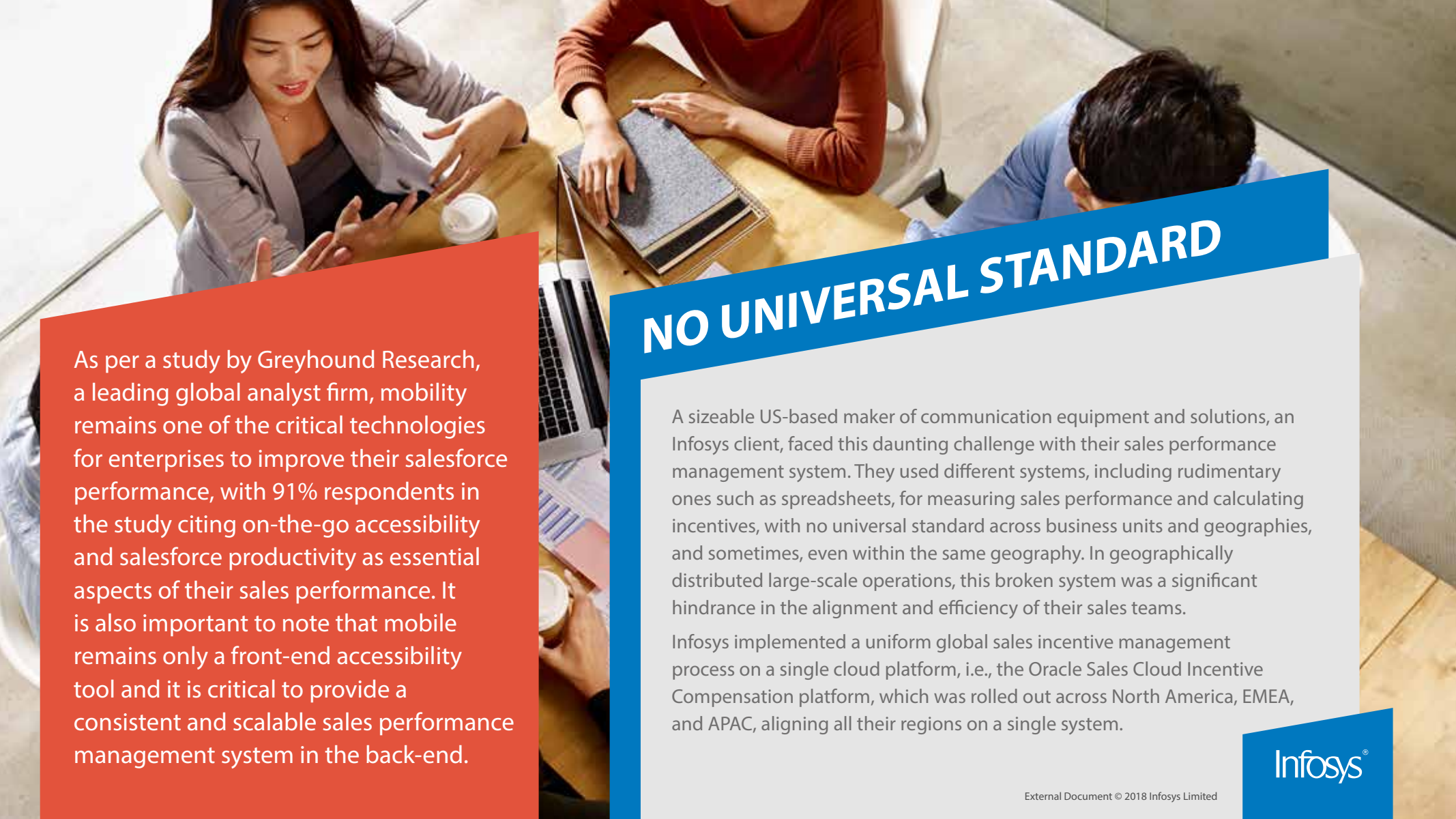




# A SINGLE SYSTEM TO MANAGE SALES PERFORMANCE ACROSS THE GLOBE

For large enterprises with a global presence and extensive distribution, sales performance management is critical, not only to measure performance but to improve the alignment and efficiency of their scattered sales teams. It's one of those core elements that go undetected when at their most effective but hurt directly in a distinct manner when broken. It remains a critical challenge for large-scale global enterprises to ensure their sales performance management system enables uniform application of standard corporate policies with flexibility for local fine-tuning. However, that's only the second order of success. Often, getting a consistent sales performance management system at scale is a challenge in itself.

Infosys®



As per a study by Greyhound Research, a leading global analyst firm, mobility remains one of the critical technologies for enterprises to improve their sales performance, with 91% respondents in the study citing on-the-go accessibility and salesforce productivity as essential aspects of their sales performance. It is also important to note that mobile remains only a front-end accessibility tool and it is critical to provide a consistent and scalable sales performance management system in the back-end.

## NO UNIVERSAL STANDARD

A sizeable US-based maker of communication equipment and solutions, an Infosys client, faced this daunting challenge with their sales performance management system. They used different systems, including rudimentary ones such as spreadsheets, for measuring sales performance and calculating incentives, with no universal standard across business units and geographies, and sometimes, even within the same geography. In geographically distributed large-scale operations, this broken system was a significant hindrance in the alignment and efficiency of their sales teams.

Infosys implemented a uniform global sales incentive management process on a single cloud platform, i.e., the Oracle Sales Cloud Incentive Compensation platform, which was rolled out across North America, EMEA, and APAC, aligning all their regions on a single system.

# BUILDING IN PHASES

To minimize risk and disruption during the end-to-end implementation, Infosys built the solution in logically divided phases leveraging multiple show-and-tell sessions, to maximize business user satisfaction.

Infosys took a mobile-first approach, to enable sales representatives to leverage the system on-the-go and bring real-time visibility into credits, earnings, and commissions for sales people. Real-time visibility and immediate insights were further provided through built-in dashboards, embedded analytics, and robust reporting tools in the new system. The system also allowed teams to create and execute incentive plans seamlessly. More importantly, sales representatives were able to monitor their progress in real time, which included tracking of sales, sales commissions, and overall progress against goals.

A thoroughly executed cloud and mobile based implementation, backed by Infosys' decades of experience in large-scale roll-outs, enabled the client to move to a consistent sales performance management system across geographies that significantly improved sales alignment, incentive payout accuracy, and sales productivity, without disrupting business. The cloud-based system offered scalability, consistency, and accessibility across geographies. The modernized and uniform system enabled the client to improve sales alignment, morale, and boost sales performance through real-time visibility of goal progression.

# A SINGLE SYSTEM TO MANAGE SALES PERFORMANCE ACROSS THE GLOBE: THE FIVE TAKEAWAYS

- 1 Create** a single standardized sales performance management system that is consistent and easy to use.
- 2 Implement** a cloud-based solution for cost-efficiency and scalability.
- 3 Execute** the program in a logically divided phases to ensure zero disruption for business and reduced risks.
- 4 Follow** mobile-first approach and provide end users with tools such as dashboards and embedded analytics for real-time visibility and insights, ease of use, and on-the-go access.
- 5 Leverage** multiple show and tell sessions, to maximize business user satisfaction.



# BIG LEARNING:

Implementing a large-scale sales performance management system across geographies is not possible without a well-devised and carefully executed strategy. Cloud and mobility offer ease of access and scalability in large-scale projects, whose implementation can be daunting in unforeseen circumstances and variability of geographies, hence it is critical to roll out a project of such scale and heterogeneity in phases and after successful proof of concept runs.

**WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.**

Learn more about building a unified, mobile-first sales performance management system by reaching out to us at [askus@infosys.com](mailto:askus@infosys.com)