



TECHNOLOGY EVALUATION AND SELECTION

CHALLENGES OF SELECTING A SALES PERFORMANCE MANAGEMENT (SPM) TECHNOLOGY VENDOR

Selecting the right technology solution for your sales performance management (SPM) is no small task. The number of vendors selling award-winning technologies has increased over the years, and while many of the solution providers offer similar functional capabilities across core components, they often vary greatly when it comes to more of the specialized requirements (e.g. analytics, workflow, modeling).

Many companies share common challenges as it relates to completing a vendor selection effort:

- **Internal resource availability:** Outside of procurement teams, it is tough to find dedicated personnel who have the time and/or experience to manage a vendor evaluation.
- **Lack of expertise:** Without intimate knowledge of solution capabilities, companies struggle to develop selection requirements that will provide clear differentiation between the applications and how they will best meet the companies' needs on a go-forward basis.
- **Insufficient information:** Without extensive exposure to SPM vendor price strategies and contracts, companies often end up either overpaying for a technology and/or signing on to contracts that will erode the ROI of an SPM investment.

Because of these challenges, **OpenSymmetry provides a variety of engagement models to help companies work through an SPM technology vendor evaluation.** Approaches range from support when you need it to leading or co-managing the process with the client team.

ENSURING AN EFFECTIVE SELECTION EFFORT

As part of OpenSymmetry's vendor evaluation process, we leverage best practices for a holistic review of our clients' SPM programs. This includes industry expertise and benchmarks to identify opportunities to improve overall management and execution of the processes.

During vendor selection engagements, we work closely with clients to:

- Identify current & future state needs for SPM
- Evaluate SPM vendor capabilities as they relate to client requirements
- Provide support and guidance during reference calls and contract negotiations
- Support business case development (if needed)



SPM SELECTION TOOL KIT:

Throughout the selection process, OpenSymmetry leverages a number of tools and expertise to ensure each step is completed in an effective and efficient manner:

1 REQUIREMENTS PLANNING

- Database of 900 sales comp requirements
- Requirements prioritization templates
- Planning methodologies

2 RFP MANAGEMENT

- SPM specific library of RFP materials
- Scoring models
- Validation capabilities

3 VENDOR DEMONSTRATIONS

- Library of “vendor demonstration” scripts
- Facilitate development of custom demo scripts & scoring
- Post-demo analysis
- Reveal each solution’s strengths & weaknesses

4 SELECTION SUPPORT

- Negotiation support
- Reference call management & scripts
- Provide contemporary pricing insight

STANDARD APPROACH VS. OPENSYMMETRY ENABLED APPROACH:

OpenSymmetry works and has experience with a majority of the vendors represented in the Gartner Magic Quadrant for SPM. This enables us to provide unbiased insights on capabilities and user experience that our clients can leverage as we determine the best technology to enable your business.

OpenSymmetry also provides an expedited approach to vendor selection. The following table illustrates the areas in which OpenSymmetry may accelerate your vendor search and selection process compared to the standard RFP approach:

	STANDARD RFP APPROACH	OS ENABLED APPROACH
ICM Vendors	3-6	2-3
Duration	3-5 months	6-8 weeks
Focus	Current state/understanding	Future state needs
Requirements	Voluminous, but unspecific	Critical & differentiating (10 or less)
Emphasis	“Can you do...”	“How do you do...”
Typical Outcomes	<ul style="list-style-type: none"> • Laborious to evaluate • Difficult to compare/validate • Best demo wins • Deployment oversimplified; challenges emerge month 6 	<ul style="list-style-type: none"> • Focus on future state • Vendors differentiated, responses validated • Clear basis for decision • Broader TCO & lifecycle view • Realistic deployment plan & cost clarity

PARTNERING WITH OPENSYMMETRY FOR SUCCESS

The proven OS enabled approach to an SPM technology vendor evaluation and selection gives our clients confidence throughout the process by providing:

- Selection criteria based on unique, client-specific current and future state SPM needs
- Clear differentiation between vendor capabilities
- Clear expectations on functional coverage being provided
- Guidance and support during license and contracting
- A process based on best practices, ensuring an efficient selection process

To learn more about how OpenSymmetry's SPM technology vendor evaluation & selection services can set you up for success email us at os_info@opensymmetry.com

ABOUT OPENSYMMETRY

OpenSymmetry is a global consulting company that specializes in the planning, implementation, and management of sales performance management (SPM) solutions supported by the industry's leading technology suppliers. Since 2004, OpenSymmetry has enabled its customers, ranging in size and industry, to achieve greater operational efficiency and get better sales results.

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