



SALES PERFORMANCE MANAGEMENT SUPPORTS FAST GROWTH IN HIGH TECH

Through automation, SPM helps tech companies keep pace and scale up

OpenSymmetry has worked with a number of fast-growing high tech companies that found themselves in need of more sophisticated incentive compensation management (ICM) systems that could keep up with the pace of their growth and support scalability needs.

CHALLENGE:

As companies grow, sales organizations must grow too. While growth is more often than not the ultimate goal, it can present a variety of challenges when it comes to the management and performance of a sales organization. **Some of the common challenges we see when initially engaging with our high tech clients include:**

- Manual incentive compensation processes or reliance on spreadsheets results in **inaccurate and/or late commissions payments**
- Inability to handle increased volume of data creates **cumbersome workarounds**
- Lack of timely and effective reporting **hinders modeling and forecasting capabilities**
- Insufficient access to sales performance data causes **frustration and underperformance among sales reps**

SOLUTION/RESULT:

OpenSymmetry partners with a number of high tech companies to drive their efforts to improve the solutions they rely on for effective sales performance management (SPM). By replacing outdated and inefficient systems **we remove growth obstacles and facilitate the following results:**

- **Accurate and on-time commissions payments** enabled by automation
- **Timely deployment** of annual incentive compensation plans
- Comprehensive, **real-time dashboards and reporting** for improved SPM
- **Better modeling and forecasting** capabilities
- **Automated workflows** for stronger incentive compensation management checks and balances
- **Integrated data solutions** allowing for a single source of truth as teams (and data volume) expand

By partnering with OpenSymmetry, high tech companies are able to get sales compensation payouts made in a timely way, increase sales rep satisfaction and engagement, and scale up as teams grow.

For more information about how OpenSymmetry can support your organization's growth, visit opensymmetry.com.

Growth is the

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BUSINESS PRIORITY

reported by CEOs in the 2021 Gartner CEO Survey

Enterprises will miss the equivalent of **UP TO 10% OF ANNUAL SALES IN "LOST OPPORTUNITY" REVENUE** that could have been captured through improved management of sales territories, quotas and compensation plans

Source: Gartner

About opensymmetry

OpenSymmetry enables clients to achieve greater operational efficiency and get better sales results. OpenSymmetry is a global consulting company specializing in the planning, implementation, and optimization of industry leading technology suppliers of sales performance management solutions. To learn more, visit opensymmetry.com.