



OpenSymmetry understood the business and what we were trying to do. The project ran smoothly, and even after we implemented, there was never an issue of getting a quick response to our questions. Very customer friendly.

– Jason Moore,
VP of Global Sales Operations,
SalesLoft



SalesLoft enjoys
**HIGH VISIBILITY,
EFFICIENCY,
& SCALABILITY**
with an automated
ICM system.

AUTOMATED ICM ENABLES RAPID GROWTH FOR SALESLOFT'S SALES TEAM

A CASE STUDY ON HOW TO SCALE UP SALES COMPENSATION WITH NEW REPS AND NEW ROLES

SalesLoft, provider of the #1 sales engagement platform, was growing, and it was growing fast. In just 12 months, the sales team doubled in size, creating **sales compensation challenges that demanded a more efficient and scalable ICM solution.**

CHALLENGE

The accelerated rate of growth created challenges around sales compensation, which was manually calculated on a spreadsheet and managed by one individual on the finance team. This was not a sustainable strategy, especially since management wanted the ability to handle more complex calculations as new sales roles were added. The individual managing the process also posed a potential risk as a single point of failure. Additionally, the inability to quickly and easily run reports inhibited the sales organization from making data-driven decisions and eroded trust among the sales team.

SOLUTION

SalesLoft selected OpenSymmetry to implement Xactly as its new incentive compensation management (ICM) and data integration platform. OpenSymmetry configured all data feeds for automated loading into Xactly Incent™ using the Xactly Connect™ data integration interface. This included critical bookings and opportunities data from Salesforce, SalesLoft's CRM tool. Additionally, OpenSymmetry worked with SalesLoft to customize out-of-the-box reports within Xactly Incent, giving end users quick and easy access to performance data as well as access to a real-time sales dashboard.

RESULT

After implementation, **SalesLoft's payroll cycles were smooth and without error.** SalesLoft continues to enjoy the **efficiency and accuracy made possible by automation** of their incentive compensation process. As SalesLoft's growth continues, it will add new people and teams to the sales organization. With Xactly Incent and Xactly Connect in place, they have the ability to efficiently write new sales compensation plans for new sales hires and easily add them to the existing ICM system.

To read the full case study, please go to bit.ly/SalesLoftCaseStudy

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.