

# Close the gap in your CRM.

## xactly<sup>incent</sup> for Salesforce.com. The smart way to do sales compensation.

For years, CRM systems have been helping businesses earn more by tracking customer relationships and putting that data in a central, accessible location. Salesforce CRM is a great tool for sales teams because it makes critical information on opportunities and customers more accessible, and enables team collaboration. With the introduction of Xactly Incent™ for Salesforce CRM, now your CRM can do even more.

Incent is a fully integrated, Software as a Service (SaaS) tool that completes your investment in Salesforce CRM by adding sales compensation management. Incent automates your compensation process, making even the most complicated incentive programs easy to manage and error free. With Incent, you can:

- Deliver real time visibility
- Motivate your sales team
- Reduce costs associated with sales comp

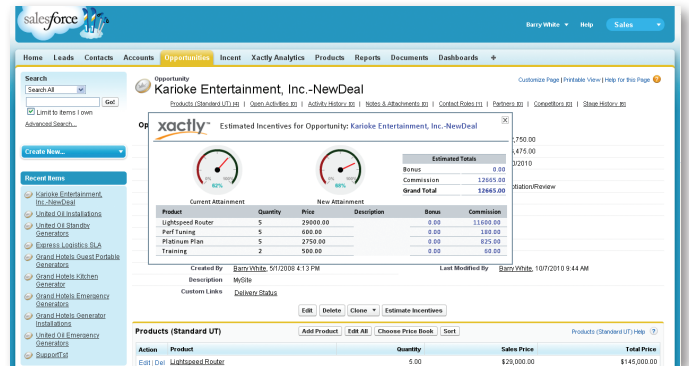
### Fully Integrated with Salesforce CRM

Incent closes the gap in CRM by giving sales reps the motivation they need to go out and sell more. With a fully validated and secured integration available through the AppExchange, Incent puts compensation information right alongside pipeline and opportunity data. The Xactly Incentive Estimator even lets sales reps calculate potential commissions on deals yet to close based on opportunity data within salesforce.com.

CRM integration also helps managers track their performance by putting all critical information in the same place, with the same interface for a truly seamless experience.

### The Advantage of Automation

Managing compensation manually is a process that is difficult and error prone, leading Gartner to estimate that as much as 3-8% of incentive compensation is paid in error. Incent solves this inefficiency by automating data collection and comp calculation. Incent securely integrates your back office systems like ERP, finance, and order management to consolidate and scrub post sales data which it then uses to calculate compensation. The results are more accurate and timely payments, as well as a validated collection of sales data that can be used for reporting and analytics – all with no time wasted manipulating spreadsheets.



## Benefits for Sales Reps and Executives

### Increased Motivation

Incent motivates the sales team to go out and sell more by keeping them informed about their compensation. Rep dashboards put current and historical comp info in an easy to digest format, while the Incentive Estimator gives reps the ability to calculate potential earnings on deals yet to close.

### Increased Confidence

Automated data collection and comp calculations guarantee prompt and accurate payments so sales teams can be confident about their compensation without wasting time with shadow accounting.

### Agile Management

Managerial reports and dashboards give managers and executives access to all the information they need to gauge the success of comp programs. Real time visibility and web-based access make it easy to implement new plans or special performance incentive funds (SPIFs) to stay ahead of the competition.

*“Everyone touched by Xactly Incent likes it. Sales compensation management has ceased to be an administrative sink hole and cost center, and is now the prime motivator of sales that it ought to be.”*

– MDS Pharma Services



# Benefits for Finance and Operations

## Reduced Cost

Automated compensation reduces your compensation related costs by reducing errors and eliminating time wasted in manual data entry and calculation processes.

## Reduced Risk

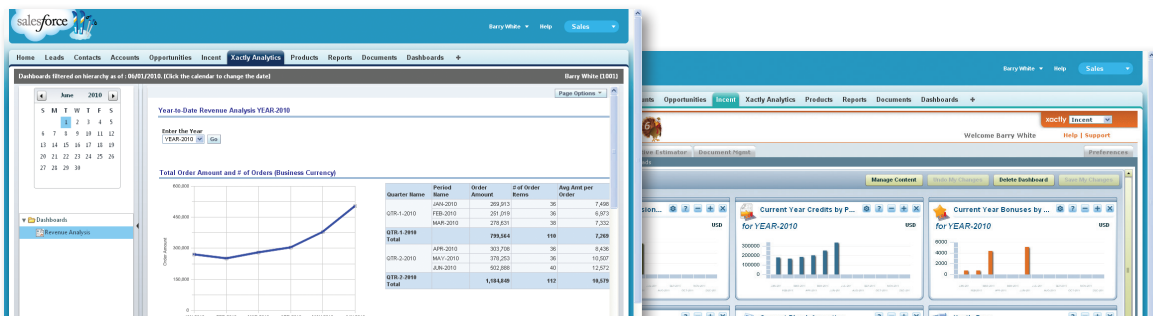
Incent features historical record keeping and built in audit controls for every transaction so you never have to worry about things like Sarbanes-Oxley (SOX) compliance again. Incent can also manage plan and document approvals with the Xactly Docs™ add-on module.

## Better Insight

Data used for calculating incentive compensation can serve a valuable role in getting better insight for your business. Incent contains a wealth of centralized and validated post sales data that can be used for analytics to help determine what products are most profitable, which teams are top performers, and where changes would best be made.

*“From automation to visibility and analytics to linkages with salesforce.com - Xactly Incent covered all our bases.”*

*– Carestream Health*



*“Before, I had to manage three separate comp plans in three separate ways; now I can combine rollout and management in one system. One load, and I’m done.”*

*– Ingres*

# Get More from Incent

Xactly Incent’s functionality is expandable with a variety of add-on modules. All the modules integrate seamlessly with Xactly Incent, and can be enabled almost instantly.

## Xactly Docs

Xactly Docs helps you manage compensation documents like plans and certification letters, and lets you create reusable custom workflows to automate document routing, review, and approval.

## Xactly Analytics

Xactly Analytics™ helps you get the most out of your data. Use validated data to answer critical questions about your business like which products are most profitable, or which territories contribute most to your numbers.

## Xactly Modeling

Xactly Modeling™ helps you answer “what if” scenarios without risking your budget or reputation. Use production data in a sandbox environment to see the effects of plan changes before you make them.

## Xactly Territories

Xactly Territories™ streamlines territory and credit assignment. Territories looks at the output of your order management system and assigns commission credits based on your territory definitions.

## Xactly DMS

Xactly DMS™ is a managed service that helps you move the data you need out of their disparate systems and into Incent.

## For More Information

Visit [www.xactlycorp.com](http://www.xactlycorp.com) or call 1.866.GO.XACTLY (469.2285) to learn how Xactly Incent lets you pay sales commissions on time and error free, motivating your sales team to do more.

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