



INCENTIVE COMPENSATION FREEDOM

Find out how Ameritas moved from an ineffective, decentralized ICM process to one that gave them incentive compensation freedom.

With two compensation analysts managing their incentive compensation program, **Ameritas** – an employee dental and vision benefits provider – relied on spreadsheets and emails to process and track payments, taking time and money away from their core business.

SOLUTION:

Ameritas wanted a centralized system for sales to easily access sales performance and for sales operations to efficiently and accurately manage payments.

RESULT:

Partnering with OpenSymmetry to implement IBM ICM, formerly Varicent, Ameritas experienced:



Clear workflows and improved visibility: Information is now at associates' fingertips 24/7, giving them the ability to find answers to their questions rather than calling the comp analysts.



Accurate payouts: With all information in a central dashboard, the number of adjustments and payout errors decreased.



Time and money savings: With the efficiencies gained, Ameritas was able to reduce staff dedicated to managing incentive compensation, leveraging them instead for more strategic initiatives.



Reduced risk: A formal, trackable sign-off process for payouts allows access to payout documentation in the event of an internal audit.

“[Our new ICM solution] has taken most of the manual processes out of the equation. No more paper and no more manual processes mean no more errors.”

- Jennifer Wooster,
Vice President,
Group Actuarial and
Compensation Officer,
Ameritas

Ameritas 

By implementing IBM ICM with OpenSymmetry, **the Ameritas sales team gained accuracy, efficiency, and visibility in their now centralized sales reporting and compensation process.** The two sales compensation analysts are no longer the sole points of contact for information, and Ameritas gained the bandwidth to push the boundaries of their business to new areas. **To read the full case study, please go to <https://bit.ly/2O261gV>**

Ready to kick off your own ICM journey? 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 over 1,100 customers, ranging in size and industry, to achieve greater operational efficiency and get better sales results. To learn more, visit opensymmetry.com.