OPENSYMMETRY & XACTLY: BETTER TOGETHER

An introduction to OpenSymmetry and Xactly

WHY ARE OPENSYMMETRY & XACTLY BETTER TOGETHER?

- **Offer a combined 27 years** of experience in successfully helping companies of all sizes and industries adopt and incorporate SPM industry best practices into their SPM programs.

- **Provide deep technology expertise** with Xactly's continually-expanding product portfolio and OpenSymmetry's speed to master new Xactly technology innovations.

- **Deliver comprehensive solutions** that satisfy all SPM-related needs, from ICM, territory and quota management, forecasting and accruals, and more.

- **Utilize proven methodologies** developed to eliminate redundancy and duplication and built to be adaptable to changing business objectives.

- **Share a common goal** of helping our customers to be self-sufficient with their SPM programs through training and ongoing support.

FUN FACT:

OpenSymmetry's team of consultants solely dedicated to the Xactly practice is the largest in the world. Offerings range from strategic and advisory services to implementation and ongoing customer support.

MEET OPENSYMMETRY:

A global consulting firm, founded in 2004, with a laser-sharp focus on end-to-end sales performance management (SPM) solutions, from strategy to implementation and beyond.

MEET XACTLY:

One of the industry-leading providers of SPM technology, offering a broad portfolio of cloud-based solutions including incentive compensation management (ICM) and sales quota and territory planning.

OpenSymmetry, an experienced implementer of Xactly's powerful SPM technology solutions, **kicked off its global partnership with Xactly in 2008. Since then, we have delivered over 650 successful joint projects** – a staggering number in a young but rapidly growing market. To **help customers maximize return on investment and optimize utilization of Xactly solutions,** OpenSymmetry tailors each Xactly implementation to overcome the customer's unique challenges and meet their specific needs.

SOME OF THE MOST COMMON CHALLENGES WE HELP OUR CUSTOMERS OVERCOME INCLUDE:

INEFFICIENCIES RESULTING IN WASTED TIME
Sales compensation managed through manual processes, including spreadsheets and emails, lead to unnecessary workarounds and payment errors and disputes that ultimately result in **time being spent on non-strategic efforts.**

POOR VISIBILITY
Inadequate analytics and reporting make it **impossible for organizations to make informed business decisions** and drive sales performance.

UNRELIABLE SALES DATA
Sales data sourcing is often difficult to manage across disparate sometimes siloed systems, making **accurate forecasting and reporting problematic.**

INABILITY TO SCALE AND ADAPT
Organizations with short-term, tactical thinking end up with SPM software implementations that do nothing more than **automate chaos and create an operational barrier to growth.**

LACK OF IMPLEMENTATION READINESS
Companies often don't have a formal process to assess change readiness, so their **investments in sales compensation software are a shot in the dark.**

OPENSYMMETRY + XACTLY = CUSTOMER LOVE

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OpenSymmetry helped automate our data feeds and update our configuration of Xactly Incent - and **these improvements helped us save approximately 7,200 hours per year** by eliminating manual calculations, minimizing adjustments, and building trust in the data to reduce shadow accounting. When we got this working right, **we reduced what took days to 3.5 hours.** Time savings have been so key for us. There's no longer a difference between perception and reality — all the discrepancies between sales quota booking and payout can be explained in the data. **We're currently at 99.8% consistency, and adjustments overall have been declining.**

– Justin Ritchie
  Manheim

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To learn more about how OpenSymmetry and Xactly can help transform your SPM program, visit opensymmetry.com or email us at os_info@opensymmetry.com

opensymmetry

THE BEST OF BOTH WORLDS

OpenSymmetry and Xactly bring together the best of SPM technology and consulting services to deliver transformative sales performance solutions.

Xactly is known for its ultra-responsive delivery of new and improved technologies based on customer feedback. OpenSymmetry maintains a team of top-notch Xactly consultants who are proficient in the entire Xactly technology portfolio:

- **Xactly Incent™** A web-based, automated way to manage sales performance and incentive compensation. Manual processes are eliminated through dashboards, and workflows are streamlined through eDocs and approvals.

- **Xactly Express™** A smaller scale version of Xactly Incent tailored specifically for small businesses (fewer than 100 sales reps).

- **Xactly AlignStar™** A territory design and management tool to create well-balanced, travel-efficient sales and service territories to drive growth.

- **Xactly Connect™** An open API, standards-based data integration platform to connect all your sales data into the Xactly Incent platform.

- **Xactly Insights™** An analytics tool that uses big data to recommend actions to boost sales performance, leveraging benchmarking data from best-in-class companies.

WHAT CAN OPENSYMMETRY & XACTLY DO FOR YOU?

We combine our SPM consulting expertise and technology solutions to **give you clarity, scalability, and confidence to deploy and maintain best-of-breed sales performance programs.** We focus our efforts on providing value to your end users, enhancing operational efficiency, and improving sales performance.

SOME OF THE MOST COMMON BENEFITS OUR CUSTOMERS EXPERIENCE FROM AN OPENSYMMETRY + XACTLY ENGAGEMENT INCLUDE:

COST SAVINGS REALIZED
from a reduction in payment errors and disputes

FASTER, MORE INFORMED DECISION-MAKING
fueled by reliable, data-driven analytics and improved visibility

ENHANCED PRODUCTIVITY
with sales reps devoting more time to selling and back-office personnel more focused on strategic initiatives

REDUCED RISK AND HIGHER COMPLIANCE
with automated tracking tools for easy access to payment history and details in the event of an audit

THE POWER OF SCALABILITY AND ADAPTABILITY
that comes with a purpose-built, automated platform