



Sunrun maximized the value of our incentive compensation system, and we were able to increase overall sales volume of solar panels and batteries. We're now able to better serve both our employees and our customers. The efficiencies generated from this new ICM system have led to an increase in deployment of solar across the United States.



– Robert Yeager,  
Director of Compensation, Sunrun



Sunrun optimized their existing ICM system to run more efficiently, saving time and allowing them to make real-time decisions driven by data.

# A SMARTER INCENTIVE COMPENSATION PROCESS FOR UNDISTRACTED SELLING

## HOW AN ICM ASSESSMENT TRANSFORMED SUNRUN'S INCENTIVE COMPENSATION

Sunrun, the nation's leading home solar, battery storage and energy services company, had an incentive compensation management (ICM) system for processing the commissions of over 800 payees. Sunrun engaged the OpenSymmetry team to get more value from their ICM investment.

### CHALLENGE

There were too many manual steps required in Sunrun's ICM process, and the reactionary nature of their system resulted in time spent resolving payout disputes and making adjustments to commissions. Due to some payment confusion and limited visibility, payees often kept track of commissions on spreadsheets, which distracted the sales organization from their main job of selling. Additionally, Sunrun spent time manually loading and reloading data.

### SOLUTION

Sunrun partnered with OpenSymmetry to evaluate their ICM system by conducting a comprehensive health check. The health check identified several key areas of improvement:

- 1 Data:** Sunrun could reduce the number of steps and processing time by addressing sales data formatting, feeds, and flow for full automation.
- 2 Calculations:** By consolidating Sunrun's unique two performance periods into one, they could eliminate issues causing payment errors.
- 3 Reporting:** Sunrun could take full advantage of reporting functionalities, which would provide a competitive advantage for the sales team and make the organization more agile.

### RESULT

With a more efficient process in place, **Sunrun maximized the value of their ICM system and is now positioned to better meet their business goals and objectives, while saving time and resources** along the way.

**To read the full case study, please go to [bit.ly/36Qb5ub](https://bit.ly/36Qb5ub)**

### 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, please visit [opensymmetry.com](https://opensymmetry.com)