Leading Biomedical Testing Company Undergoes Digital Transformation with Xactly

Xactly, a leading intelligent revenue software provider, helped a leading diagnostics and life sciences company with over 10,000 global employees solve its Sales Performance Management (SPM) challenges. By implementing Xactly and reworking the way they utilized Xactly's product suite, the company achieved increased efficiency and accuracy in their sales compensation programs. Read on to learn how.

The Challenge

The company has been a long-time client of Xactly – partnering with the team for almost a decade – but went through a recent digital transformation project to re-assess all company data and streamline the way that they were using Xactly's product suite, including Xactly Incent and Xactly Analytics. They required an increased need for organizational efficiency, enhanced relationships with customers, reduced inefficiencies in their workload, and improved performance of their Sales team.

The Solution

By redesigning the way that they used Xactly Incent and Xactly Analytics and tying all of the data flows from their CRM and other business systems, the company was able to identify gaps in visibility and areas for organizational improvement. Once they made the necessary changes and started tracking their overall process and modifications, they could see their progress and areas that still needed refinement. Daily checks and audits in scrum meetings to track progress allowed the company to ensure they were getting to the root cause of any issues. By going through the process flow and conducting repeat check-ins, the solutions to ongoing challenges were able to be identified and improved upon.

Xactly offers the following key benefits:

- **Increased Efficiency and Accuracy:** Allows salespeople to be paid more quickly, which in turn drives more sales because reps can see the direct tie between closing specific deals and receiving accurate compensation.

- **Transparency and Trust:** Creates a culture of transparency and data integrity, where salespeople and leadership have trust in the numbers.

Results and ROI

Following the implementation and reworking of Xactly's product suite, the company observed the following results:

- 13% increase in accuracy Year/Year
- 99.9% payout accuracy
- 100% consistency + efficiency
- 60% increase in leadership assessment scores of the ICM department Year/Year

About Xactly

Xactly provides the only AI-powered platform that combines revenue intelligence and sales performance management so organizations can unlock their full revenue potential. Backed by two decades of pay and performance data, Xactly's Intelligent Revenue Platform is designed for finance, revenue, compensation, and sales leaders who want to drive quality, sustainable revenue. To learn more about Xactly and the latest issues and trends in revenue intelligence, visit us at XactlyCorp.com, follow our blog, and connect with us on LinkedIn.