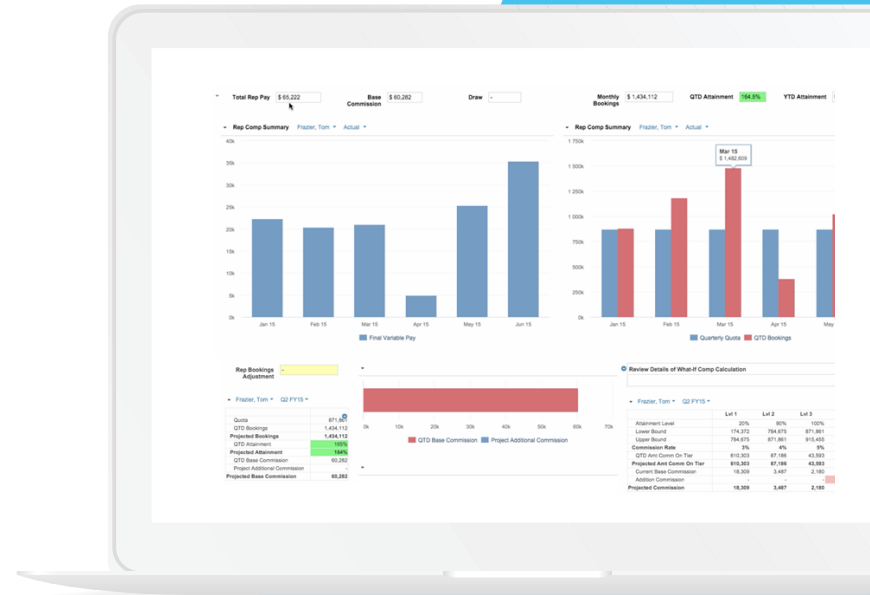




# Incentive Compensation Planning

With Anaplan for Incentive Compensation Planning, sales leaders and compensation professionals can plan, model, and optimize incentive compensation plans that drive the right sales behaviors. Align sales compensation with corporate goals, market strategy, and revenue expectations, and ensure accurate calculations of compensation based on comp plans and crediting. Develop “what-if” scenarios of incentive compensation structures, and analyze sales performance outcomes and business impact in real time. Quickly adjust plans to keep comp plans in sync with overall business goals and targets.



**Model multiple incentive compensation plans and “what-if” scenarios.** Ensure that you are designing the right incentive compensation plans that motivate and drive the right sales behaviors before communicating and rolling them out to the sales team.

**Optimize incentive compensation plans and adapt quickly when changes occur.** Monitor and optimize incentive compensation plans to reduce overpayments, adjust for outliers, analyze trends, and adapt quickly when changes occur. Reveal sales reps that are “gaming the plan” and evaluate the effectiveness of the incentive compensation plans in real time.

**Calculate incentive compensation in real time.** Incentive compensation is calculated in real-time seconds— not days or hours. Provide immediate visibility into sales performance and KPIs across the organization, including Sales, Finance, and HR.

## KEY BENEFITS

- Increase incentive compensation accuracy, reduce costs, and improve visibility into sales performance and incentive compensation
- Connect sales territories and quotas, sales crediting, and incentive compensation on one common, easy-to-use platform
- Model any incentive compensation structures and include thresholds, accelerators, splits, adjustments, tiered commission rates/bonuses, and much more
- Collaborate with Sales, Finance, the compensation team, and other stakeholders across the organization
- Deploy workflow management and audit tracking to support incentive compensation and sales performance processes
- Obtain digital signatures for incentive compensation plan agreements



Using Anaplan, McAfee manages its incentive compensation plans for over 1,500 sales people across 130 countries. McAfee now streamlines the consolidation, reviewing, and approval process of commission-related data in a timely manner.

## Benefits

- Streamlined commission calculation process
- 400 percent ROI measured in months on cash basis
- Replaced enterprise spreadsheets and 40 databases
- Real-time updates to incentive compensation plan modeling while eliminating the data consolidation process
- High adoption rate by the sales and compensation team
- Leverages Anaplan’s Territory and Quota Planning app with the Incentive Compensation Planning app on one common platform

## Key Features

### **Plan, model, and optimize incentive compensation plans**

Plan and model multiple “what-if” scenarios so you can continuously optimize incentive compensation plans and align sales behaviors with corporate goals and sales strategy.

### **Effective date incentive compensation plans, components, and measures**

Maintain historical information and changes to incentive compensation plans, components, and measures, allowing you to be flexible and adaptable when changes occur and you wish to drive different sales behaviors.

### **Build incentive compensation calculations with familiar formulas**

Apply easy-to-use, Excel®-like formula builder to configure incentive compensation rules.

### **Optimize workflow for incentive compensation and sales performance processes**

Configure workflow and routing to support incentive compensation and sales performance processes, such as compensation agreement approvals, manual adjustments, and commission splits.

### **Compute high-performance calculations**

Calculate incentive compensation earnings, including commissions, bonuses, draws, and adjustments.

Calculate sales performance KPIs, such as year-to-date quota attainment, month-over-month growth, monthly/YTD revenue or bookings, and peer rankings.

### **Summarize and detail compensation statements**

Deliver personalized incentive compensation statements that provide summary payout information down to the detailed transactions level.

**“What-if” scenario modeling and analysis** Create “what-if” scenarios and modeling to analyze the impact to the sales forecast if a specific business, economic, or competitive situation were to occur. Prepare for challenges that you could encounter in your upcoming deal cycles.

**Support data integration (import and export)** Integrate with any upstream or downstream system using a pre-built connector to Salesforce, third-party connectors (e.g. Mulesoft, Dell Boomi, SnapLogic, and Informatica) or self-service import and export with Excel.

**Enable MS Office integration** Integrate with Microsoft Office™ Excel®, Word®, and PowerPoint® to provide productivity and efficiency when delivering presentations or reviewing sales performance metrics in sales meetings.

**Analyze performance with data visualization** Built-in dashboards, reporting, and analytics with data visualization (charts, graphs, maps, etc.). Dashboards and reports are updated immediately. Analyze incentive compensation and sales performance metrics to make better decisions with actionable insights.

### **Implement top security with reduced IT costs**

Single, continuously monitored multi-tenant cloud platform and infrastructure. Role-based security, user management, and single sign-on support. Disaster recovery and full data encryption.

**Reference and analyze historical data** Maintain history of incentive compensation plans, components, measures, and assignments through effective dating, versions, and audit tracking.

### **Anaplan for Sales end-to-end solution integration**

Upstream integration with Anaplan’s Territory and Quota Planning app. Incentive compensation payout results can be formatted and exported for finance and payroll systems.



#### About Anaplan

Anaplan is driving a new age of connected planning. Large and fast-growing organizations use Anaplan’s cloud platform in every business function to make informed decisions and drive faster, more effective planning processes. Anaplan also provides support, training, and planning transformation advisory services. To learn more, visit [anaplan.com](https://anaplan.com).