



Irdeto streamlines sales with IBM Sales Performance Management

Challenge

Irdeto wants to streamline its sales processes. All sales reps worldwide need to receive the same compensation and know before an incentive starts how much their commission is and what the amount is based on.

Solution

Sales Incentive Compensation Framework based on IBM Sales Performance Management and IBM Sales Performance Management Composer.

Benefits

More efficient sales processes with more competitive, uniform compensation for all sales reps, plus the flexibility and tools to optimize sales strategies.

A smart, structured and measurable sales strategy is key for an international company like Irdeto – a world leader in digital platform security in industries like pay media & entertainment, automotive, payments and banking. So how can we use a streamlined approach to achieve central control of our distributed sales force? And how can we encourage our sales reps to maximize sales? IBM Sales Performance Management offers the solution.

Uniform compensation and targeted incentives worldwide

Irdeto provides digital platform security solutions and services worldwide for pay media, entertainment and other industries outside the media sector that rely on Irdeto's unique software security technology. It helps its customers secure their infrastructure and content while offering them the flexibility for the future, all with a service-oriented approach. The company's powerful solutions and services enable content owners and providers to deliver media securely across all screens and devices in and outside the home, as well as allowing platform operators to offer innovative services other than media. The company sells its technology worldwide to customers like Comcast, Liberty Global, Twentieth Century Fox, the Premier League, Foxtel and many other; Irdeto's 900 employees work in 25 different locations around the globe.

Spreadsheet overview

Within Irdeto, each regional sales team has its own approach, incentives and rewards. "Our sales teams and managers couldn't see the approval process, who was responsible for incentives, or what compensation it was based on," says Scott McGillivray, Director of Human Resources at Irdeto. "We worked in spreadsheets. For each new incentive, we calculated sales reps rewards in Excel and shared the file with the teams by email."



Firm foundation

Irdeto wanted to offer all international sales teams the same rewards, improve collaboration between teams, and provide clear compensation.

To offer optimal consistency, Irdeto wanted a central reward system.

This required a uniform, efficient, automated sales program, both user-friendly and easy to manage. “We chose IBM for its technological options, superior fit, and excellent price-quality ratio,” McGillivray says. “Based on our requirements and questions, we talked options with IBM, documenting and reviewing all the specs together. We saw that sales processes could be smarter if we had access to specific tools.” These sessions provided a firm foundation for the final solution and led to a more efficient sales organization.

IBM Sales Performance Management

IBM developed the Sales Incentive Compensation Framework to automate sales processes. This system is based on IBM Sales Performance Management: software specifically designed to streamline sales and calculate rewards. This software runs in the cloud, so all employees all over the world can use it easily. Consistency is guaranteed, since sales reps and managers have access to the latest information and can set strategy and compensation accordingly. The IBM Sales Performance Management Composer module offers managers business insights, e.g. by visualizing incentives, teams and clients in charts.

Satisfied sales reps

The sales staff at Irdeto were enthusiastic about the new Sales Incentive Compensation Framework. McGillivray explains why: “The program offers transparency: sales reps can see in advance what they’ll receive for certain incentives and why. A fair compensation scheme, as all international sales teams receive the same rewards. That improves comprehension and efficiency, since employees don’t have to calculate how much they can expect.” The system runs in the cloud, giving all teams real-time insights into current incentives, results and commissions. And it’s designed specifically to facilitate sales, so it has the right tools in the right place, making it even easier to use. “And last but not least, rewards are frequently paid monthly instead of quarterly. Our people are happy about that!”

“How much compensation do I receive per incentive and what is it based on?”



Accurate compensation and efficient incentives

The Sales Incentive Compensation Framework calculates commissions based on complete, current data sets. That means more accurate compensation and clearer margins than before. McGillivray: “We can monitor our cost per sale in real time now: ideal for a sales organization. We see how much profit we make and how much commission we can pay.” Analytics are based on current, complete data sets, so Irdeto has the flexibility it needs to optimize its sales strategy, adjusting campaigns mid-way and giving teams immediate feedback as the situation demands. Managers can communicate changes to sales reps and explain their reasons based on data.

IBM Sales Performance Management gives Irdeto a firm foundation for a streamlined sales organization. The company will continue to expand the system. “We will be adding tools for business development, more reporting options, and short-term specific incentive programs,” McGillivray says. IBM Sales Performance Management also offers customizable options. “We can continue optimizing our sales with more targeted incentives, better commissions, and more effective strategies.”

“We can monitor our cost per sale in real time now.”



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