

# Accelerate Sales with Cloud



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## Highlights

- Economics of computing are changing; lines-of-business such as sales are gaining access to world-class computing power.
  - IBM Cloud solutions for sales accelerate innovation with advanced, secure and always up-to-date solutions in the cloud.
  - The IBM cloud portfolio for sales includes solutions from incentive compensation management to territory management.
  - IBM offers best-in-class SaaS applications to accelerate innovation and focus on business goals instead of IT deployment.
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The number of companies using the cloud for significant innovation is projected to double between 2012 and 2015<sup>1</sup>. And a recent IBM global study reveals that leading companies use SaaS beyond a cost-savings deployment option to deliver something even more compelling: competitive advantage<sup>2</sup>.

For the sales department, cloud software empowers enterprises to more effectively rationalize and automate compensation practices, as well as to improve territory and quota management processes. Key outcomes include more effective compensation plans and incentives, more profitable business operations, and ultimately higher performance in sales teams.

## The Power to Innovate

IBM Cloud solutions for sales leads to a substantial streamlining of IT resources, and more control for business stakeholders. Compensation administrators can implement new plans more efficiently to respond to new business imperatives. Sales management can move more rapidly and decisively in employing variable compensation to further business objectives. In addition, analysts are able to model and better understand the financial impact of incentive programs prior to rollout. IBM Cloud solutions help to accelerate this business process innovation and drive business results.

IBM's Cloud offerings can improve sales and help:

- Align sales resources with corporate strategy
- Gain insight to sales effectiveness
- Manage sales territories more strategically
- Reduce compensation cycle times

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<sup>1</sup> Source: IBM Institute for Business Value, *The power of cloud—driving business model innovation*. Berman, Saul J. Dr., et al. 2012.

<sup>2</sup> Source: IBM Institute for Business Value, *The power of cloud—driving business model innovation*. Berman, Saul J. Dr., et al. 2012.



IBM has a suite of subscription-based SaaS solutions just for sales. These include:

- **IBM Cognos® Incentive Compensation Management** simplifies incentive compensation management while helping reduce costs, increase accuracy and drive higher sales performance.
- **IBM Cognos® Territory Management** enables you to set up and process territory assignments and sales crediting. It helps ensure that the sales coverage and deployment model are aligned with corporate objectives and incentive compensation plans.
- **IBM Cognos® Quota Management** enables sales professionals to more efficiently plan, manage and distribute quota assignments that meet revenue expectations and increase sales performance.

Visit the [IBM Cloud marketplace](http://ibm.com/cloud/marketplace) to explore SaaS solutions for Sales.

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### Focus on business, not IT deployment

IBM offers best-in-class SaaS applications that help Sales professionals accelerate innovation and focus on business goals rather than IT deployment. IBM is a global SaaS leader with over 100 applications—supported by IBM Cloud data centers around the world—and delivering the enterprise-grade security, availability and elasticity you expect from IBM.

IBM presents a wider range of SaaS options than any other provider, combined with a broad set of options for deployment. These encompass a unique portfolio of SaaS solutions that accelerates business process innovation, delivers business analytics at the point of impact, and enables collaboration by creating and linking business networks.

### For more information

Learn more about the IBM Cloud SaaS solutions portfolio today:

- Visit: [ibm.com/saas](http://ibm.com/saas)
- Call: 1-877-426-3287
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