

SAP Solution Brief | PUBLIC

SAP SuccessFactors Solutions | SAP SuccessFactors Incentive Management

Enhance Sales Performance with Automated Incentive Management



Meet Strategic Goals by Driving Profitable Sales Behaviors

Selling is more complex than ever – and increasingly so across partner networks and channels. To maximize sales, attract and retain top sales talent, and ensure everyone involved in selling is engaged and invested, you need an **automated performance measurement and incentive compensation program** that can be tailored to achieve your goals.

However, many organizations still use spreadsheets or homegrown solutions to manage incentive compensation, resulting in manual, time-consuming, error-prone processes. This leads to inaccurate reporting and calculations and higher compliance and audit risk. Manual approaches also limit scalability and visibility into performance and limit integrations with CRM, sales, and other systems needed to centralize data and automate processes.

The SAP® SuccessFactors® Incentive Management solution solves these challenges by empowering you to design, model, automate, and optimize highly flexible and complex incentive structures. Using its configurable rules engine, real-time performance visibility, and advanced analytics, you can innovate transparent compensation programs that motivate sellers, enhance sales performance, and drive business growth. And because it's integrated within the SAP ecosystem, SAP SuccessFactors Incentive Management offers scalability, connected data flows, and future readiness.

Meet Strategic Goals by Driving Profitable Sales Behaviors

Streamline Incentive Compensation Management

SAP SuccessFactors Incentive Management provides advanced workflow capabilities that streamline and automate the process of managing incentive compensation and incentive-related activities. These capabilities help you manage complex incentive management processes, ensure timely approvals, minimize errors, and enhance collaboration among stakeholders involved in the incentive compensation process.

Use them to create, configure, and distribute flexible incentive plans tailored to your specific business needs – quickly and at scale. The

solution supports various types of compensation models, such as individual, team-based, tiered, and quota-based plans for direct and indirect sales channels. In addition, leveraging streamlined incentive-plan document distribution and approval workflows, you can accelerate acceptance while reducing effort and errors. Automated calculation of complex incentives based on predefined rules and performance data saves time and minimizes errors. These calculations can be done on demand or based on a schedule you define, with incentives paid at various frequencies and in multiple currencies.



Sales reps can use a **dashboard or mobile app** to access incentive information and track their sales performance, incentive-related tasks, and payments.

Streamline Incentive Compensation Management

Reduce Compensation Disputes with One-Click Traceability

Optimize Plan Performance with Data-Driven Insights

Promote Sales with Strategic Incentive Plans

Drive Performance by Managing Sales Teams as Strategic Assets

Create New Synergies with Connected Processes and Analytics

Reduce Compensation Disputes with One-Click Traceability

SAP SuccessFactors Incentive Management provides visibility of sales performance, allowing sales representatives and managers to monitor progress toward their targets and incentives in real time. As a result, sellers can trust your organization to pay them accurately and on time, which keeps them focused on selling.

Centralized incentive management features help reduce disputes and payout errors – and shorten dispute-resolution time frames. For example:

- A dedicated dispute-tracking platform records and tracks incentive-related disputes.
- Centralized uploading of relevant documents and evidence streamlines document sharing.

- Workflow automation helps ensure disputes are promptly routed to the right resources for next steps.
- Users can easily access real-time information on the status of disputes and respond to inquiries.
- Powerful communication tools streamline how stakeholders involved in a dispute collaborate.
- An autogenerated audit trail of incentive-related activities facilitates compliance and one-click traceability.
- Once a dispute is resolved, the solution can automatically adjust incentive calculations and payments made to sales representatives.
- Pervasive effective dating on fields allows you to apply retroactive changes and audit changes in the incentives system.

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SAP SuccessFactors Incentive Management includes rich, embedded analytics that helps you get the most from your incentive compensation plans. Smooth integration with various data sources, including CRM systems, ERP systems, and other databases, helps ensure accurate, up-to-date data is available for automated incentive calculations, modeling and forecasting, and other analyses.

For example, using powerful analytics and drag-and-drop visualizations, you can inspect and visualize real-time sales and compensation data, track incentive expenses relative to sales, discover payment errors, and uncover issues with your incentive plans. You can also analyze compensation disputes and payment errors so they can be resolved with speed and accuracy. Embedded analytic models can also use data to generate prescriptive plan optimization recommendations – for example, to show sellers how to maximize their incentives – and your revenues.

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Use **forecasting and “what-if” scenarios** to assess the effectiveness of incentive plans and understand how changes will impact sales performance.

Promote Sales with Strategic Incentive Plans

SAP SuccessFactors Incentive Management offers advanced planning and design options that help you create dynamic incentive compensation plans that drive positive results. Using custom rates, tiered rates, thresholds, draws, guarantees, splits, and other features, you can motivate sales reps to perform at their highest levels. And by leveraging forecasting and "what-if" scenario analysis capabilities, you can understand the potential impact of changes in incentive plans or sales performance.

The solution also supports sales performance incentive funds, promotions, bonuses, accelerators, and other compensation enhancements. With so many options to choose from, you can use SAP SuccessFactors Incentive Management to drive performance and improve ROI on your sales compensation initiatives.

By combining all this with intuitive sales dashboards, leaderboards, selling recommendations, and incentive estimates, the solution fosters healthy competition and drives profitable selling behaviors that help maximize sales.



A **flexible rules engine** makes it easier to design and implement complex and variable incentive structures tailored to your specific business needs.

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With SAP SuccessFactors Incentive Management, you can use sales commissions to promote your strategic goals, increase revenues, and drive the most profitable sales behaviors – even as market conditions change. Using data-driven plan and performance insights, you can design and model innovative targeted compensation plans, test changes, and distribute new plan documents with ease.

The solution provides a single, trusted source of truth for incentive-related data, complete with auditability to streamline compliance. Embedded

automation enables you to calculate incentives in minutes and pay sellers on time, every time. You can quickly resolve payment inquiries and disputes with calculation transparency. And you can empower sales reps with performance insights and intelligent selling recommendations.

Now you can manage your sales force as a strategic asset – and in a way that streamlines and automates your incentive compensation management efforts to boost operational efficiency and sales performance.



Now you can **keep your salesforce motivated** and focused on selling, which leads to higher employee engagement, performance, and retention.

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You can also empower managers to optimize performance by equipping them with real-time analytics and reporting to facilitate better performance management. For example, they can instantly identify top performers and address underperformance early and effectively. And leveraging data analysis and performance tracking, you can empower the right people to make improvements to incentive compensation programs and sales strategies – with confidence that changes are compliant with regulatory requirements and internal policies.

Because it's available on Kubernetes on the Google Cloud Platform (GCP) – an open-source container orchestration platform – SAP SuccessFactors Incentive Management offers robust agility and scalability. It's also integrated within the SAP ecosystem so you can realize even more value. Shared schemas enable you to quickly create synergies across your business by extending the software to other SAP solutions such as the SAP SuccessFactors Employee Central solution, the SAP SuccessFactors Territory and Quota solution, and SAP S/4HANA®.

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Enjoy smooth data flow with other SAP solutions for **easier collaboration** between different business functions and the capability for connected data.

Realize the Benefits

Now you can have a single solution that provides the tools needed to effectively motivate sales teams, enhance sales performance, and reward top performers and teams while enabling transparency, accuracy, and compliance. Not only can you design and model highly flexible incentive structures to meet your unique needs, but you can use data-driven analysis to identify high-performing plans, optimize compensation strategies, and maximize return on investment on incentive programs.

Once programs are in place, you'll reap the benefits of automation that reduces manual work, minimizes incentive calculation errors, and improves the overall efficiency of the incentive management process. Gain the agility you need to quickly adapt incentive structures in response to changing business needs, market conditions, and sales strategies. Build trust, motivation, and collaboration within the sales team by providing transparency of how incentives are calculated, as well as user-friendly dashboards and mobile apps that give them real-time visibility of their sales performance, incentive earnings, and other data.

Realize the Benefits



Realize the benefits of SAP SuccessFactors Incentive Management almost anywhere with **localization and multilanguage support** for global sales teams.

Summary

The SAP® SuccessFactors® Incentive Management solution helps you streamline, automate, and manage the incentive compensation process – even for complex and variable pay structures for sales teams, partners, distributors, and other incentive-driven entities. Design flexible plans that motivate and reward salesforces effectively while increasing efficiency, transparency, collaboration, and compliance.

Objectives

- Streamline and automate sales processes
- Design effective sales incentive plans and continuously improve them
- Engage sales reps by keeping them motivated and focused on selling
- Enable accurate data collection and payout calculations
- Maximize return on investment on incentive compensation

Solution

- Personalized dashboards and mobile app for sales reps and managers
- Flexible rules engine to create, edit, and manage incentive plans
- Built-in analytics and interactive reporting
- Automated processes, data flows, and payout calculations
- Kubernetes-enabled scalability and simplified connections to other SAP solutions

Benefits

- Higher incentive calculation accuracy and transparency
- Faster seller payouts that increase employee satisfaction and retention
- Smoother dispute resolutions
- Faster go-to-market launches for new offerings

Learn more

For more information, call your sales representative or visit us [online](#).



