

SALES PERFORMANCE MANAGEMENT: A SMART WAY TO BUILD ON EXISTING SYSTEMS TO KEEP PACE WITH BUSINESS GROWTH



What's the problem?

We're a fast-growing software vendor. We market an SaaS solution that simplifies benefit comparisons for our clients. It uses analytics to show employees their best coverage model and streamlines the enrolment process for carriers.

We knew we needed an automated commission solution. We needed audit capability - it was missing in our spreadsheet-based systems. We also needed headroom for organizational growth, adding more payees and plan variants. And we needed to be able to model future costs and deliver transparent reporting.

How did Lanshore help?

They took a close look at our homegrown combination of excel and salesforce.com reporting to understand the problems. We had a key requirement to break up payments in a particular way that standard functionality couldn't meet - this only became clear after the Lanshore team started work to develop the system.

They triaged the problem and came up with three options to resolve it:

1. Use vendor-approved non-standard functionality, requiring non-application configuration
2. Mix non-standard functionality with development, manual processing and some outside vendor application processing
3. Deploy a fully manual process

We worked together closely to define the business need and commercial constraints, then decided that the second option was best. Lanshore gave us a demo to show they could meet all the key requirements.

How are things now?

Lanshore trained our IT team to operate the new commission system. They helped us to make the plan changes we needed and to validate them. It's a pragmatic solution that has reduced overall cost by building on our existing system investment and providing skills transfer, for self-sufficiency. Because it was a non-standard solution, good communication and honesty were especially important to move the project forward when challenges arose.

Tell us about the tech.

Together, we developed a process for the new solution to run non-standard functionality within the normal configuration cycle, to handle the unmet need. We takes the output and load it into salesforce.com for manual process and payment.

The bottom line

"A PRAGMATIC APPROACH TO A COMMERCIAL CHALLENGE - WE FOUND AN INGENUOUS WAY TO ACHIEVE ALL THE DESIRED OUTCOMES WITHIN A TIGHT BUDGET."