



Quick Facts



Overview:

Callidus Software is the market and technology leader in Sales Performance Management (SPM) software and services. Callidus extends performance management beyond sales, and to the entire organization, with its Pervasive Performance Management (PPM) and Software-as-a-Service (SaaS) solutions. Callidus helps companies of every size improve alignment, manage incentives, and motivate every stakeholder – no matter how they are compensated.

The Callidus Pervasive Performance Suite combines Sales Performance Management, including sales optimization and strong sales commission reporting, and key pay-for-performance solutions necessary for the broader business – such as manager reviews, scoring, bonus allocation, objective management and approval.

Callidus Software provides a full suite of software products and strategic services to manage all incentive performance processes, regardless of scale or complexity:

- **A single, easy to use compensation management solution** that supports both sales transaction-based commission programs and objective management, including MBO/KSO/Bonus programs.
- **Comprehensive pay-for-performance analytics** across all departments to continually monitor and improve business alignment.
- **Compensation reporting that communicates performance** to every stakeholder, and increases trust and alignment.
- **Powerful incentive optimization functionality** that includes analytics, quota management, territory optimization and what-if modeling of plan scenarios.
- **Packaged dispute resolution and workflow** that streamlines communication between stakeholders and finance.

Executive Team:

- Leslie Stretch
President & CEO
- V. Holly Albert
SVP, General Counsel and Corporate Secretary
- Steven Apfelberg
SVP, Marketing and Business Development
- Bryan Burkhart
SVP, Global Sales
- Robert Conti
SVP, Worldwide Client Services
- Jimmy Duan
SVP, Mid-market Business
- Ronald Fior
SVP, Finance and Operations and CFO
- Michael Graves
SVP, Engineering
- Jeffrey Saling
SVP, Callidus On-Demand

Founded: 1996

Revenue: \$107+ million

Employees: 400+ in 8 offices worldwide

Customers: 165+ companies and over 1.9 million salespeople worldwide, including over 250,000 in Europe - direct sales brokers, and channel representatives use Callidus Software solutions; 74,000+ Callidus On-Demand subscribers

Primary Markets:

- **Banking** — customers include 3 of the 10 largest worldwide banks
- **High-Tech Manufacturing**
- **Insurance** — customers include 3 of the 10 largest worldwide insurance companies
- **Life Sciences** — customers include 3 of the 10 largest worldwide pharmaceutical manufacturers
- **Retail and Distribution**
- **Telecommunications** — customers include 4 of the 10 largest worldwide telcos

Our solutions are cost effective and fast to deploy, are available through SaaS delivery, and integrate quickly and easily with key existing systems.

Corporate Headquarters:

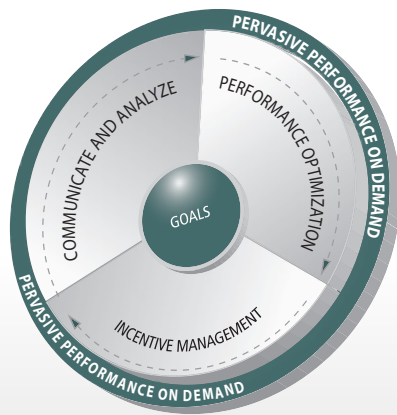
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United Kingdom

Asia Pacific Headquarters:

Callidus Software Asia Pacific Pty Ltd
Level 7, 91 Phillip Street
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Parramatta, Sydney, NSW 2150
Australia



PARTNER ECOSYSTEM



Products:

Callidus Software provides solutions that enable the world leading companies to take action to improve their sales and revenue growth strategies. These actions include territory optimization, quota distribution, incentive compensation plan design, and referral management, among others.

- **Callidus On-Demand** — Provides SaaS (Software-as-a-Service) delivery of our solution as a service for rapid and cost-effective deployment.
- **TrueComp®** — Easy to use compensation management to automate calculation, accelerate delivery of plans, lower cost of management and eliminate overpayments.
- **TrueInformation®** — Real time commission reporting to communicate pay for performance, summary and detail to every sales stakeholder.
- **Callidus TrueAnalytics™** — Analysis and modeling capabilities to make better decisions around plan effectiveness, incentive spend, and sales behavior.
- **TrueResolution®** — Streamlines communication between sales and finance with automated management of payment inquiries and dispute resolution.
- **TrueQuota™** — Ensures alignment of quotas with corporate goals, by delivering historical analysis of quota attainment and revenue and top down and bottom up quota setting.

- **Territory Optimization** — Improve the process of realigning and analyzing sales territories to maximize effectiveness.
- **TrueProducer™** — For insurance organizations to improve their channel effectiveness, TrueProducer provides 360-degree view of producers in large and complex distribution channels, including contract hierarchies, complex revenue and royalty payments, payment schedules, and credential management.
- **Callidus Plan Communicator** — Accelerate sales plan distribution, and track plan acceptance. Integrates seamlessly with salesforce.com.
- **TrueMBO™** — Aligns all employees with pay for performance, improving employee retention and morale with clear visibility and bonus projections.

Services:

Callidus Software's TrueSuccess Services portfolio leverages unparalleled "time-in-the-industry" and deep domain expertise to ensure our customers' success. Our services include:

- **Strategic Consulting Services** — Comprehensive, industry-specific business process design, solutions architecture, implementation and technical support.
- **Professional Development** — End user training, certification and enablement.
- **Professional Support** — Technical support and engineering escalations.
- **Managed Services** — Offers insourced solutions, testing and performance tuning, application management and migration assistance.

Global Partners:

- **Accenture** — Together, Accenture and Callidus Software team to deliver next-generation SPM solutions, featuring TrueComp, with a proven implementation approach that mitigates risk and positions the client to fully realize their return on investment.
- **IBM** — IBM and Callidus Software jointly market and sell the complete Callidus Software suite, including TrueComp, which is optimized for the IBM WebSphere® pSeries®. The IBM-Callidus Software alliance provides joint customers with the business consulting, customization and integration services that maximize the ROI of Callidus Software solutions.
- **IMS Health** — Callidus Software has partnered with IMS Health to offer IMS Precision Compensation™ to pharmaceutical and biotech organizations. This solution combines IMS' unmatched market insights with Callidus' industry-leading sales and incentive performance management products, services, and expertise.
- **salesforce.com** — Callidus is certified as a salesforce.com AppExchange partner, and is the only AppExchange provider to offer a full suite of SPM solutions (incentives, analytics, territories, quotas and disputes) with the experience of deploying over 1.8 million payees for organizations seeking to increase sales performance and effectiveness.
- **SAP** — SAP has chosen to partner with Callidus to provide an industry-leading ICM solution to their customers. More than 30% of Callidus customers are also SAP customers who have already leveraged the content from SAP solutions to drive their incentive compensation initiatives.