

Is Your Incentive Compensation System a Strategic Advantage?

"Though we're processing the same amount of data, we have a much faster turnaround time, allowing us to focus on analysis of plans rather than administrative headaches."

Kristi Austin,
Field Compensation Manager,
CUNA Mutual

Does your incentive compensation system enable you to make changes to compensation plans quickly and accurately, allowing you to focus on strategic objectives?

Can it adapt to the complexity of today's global multi-tiered organizations?

Is it a strategic tool for focusing sales, producers, channel partners, and employees?

Is the system flexible for constant alignment with changing business demands?

TrueComp® from the EIM industry leader Callidus Software® delivers business results by strategically leveraging incentive compensation, converting it into a competitive advantage rather than an expensive, ineffective administrative burden.

Callidus Software TrueComp strategically **aligns** business activity with corporate objectives—by providing **visibility** to business performance. TrueComp ensures that employees, sales teams, and partners are focused on the right objectives, driving their efforts toward business success. TrueComp enables companies to quickly **adapt** to changing business forces and optimize for business opportunity, accelerating profit and growth and delivering shareholder value.

Callidus Software Solutions Drive Business Performance

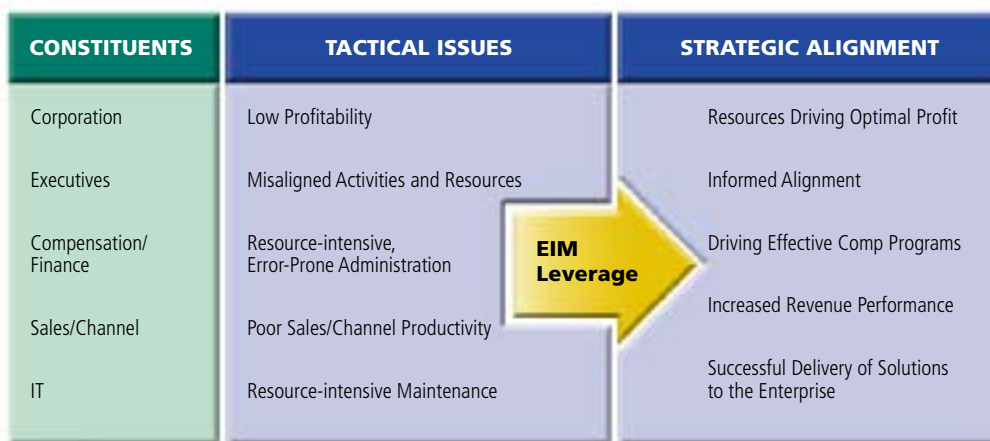


Challenge:

Using Compensation Programs to Align Business Activities with Strategic Objectives

Why is alignment so difficult? Often companies lack the ability to effectively communicate executive-level strategies to the people who market and sell the products—the sales force, channel partners, and employees. For business plans to be effective, these people must have visibility into current business performance while understanding corporate goals and objectives. Technological and administrative barriers can stand in the way of communicating these goals, focusing your valuable sales efforts on costly shadow accounting and credit disputes, instead of revenue production.

Traditional approaches focus on tactical mechanics of compensation rather than the strategic issues of leveraging compensation to drive results and deliver shareholder value.



Callidus TrueComp: A Highly Effective EIM Solution

Callidus **TrueComp** delivers business results to its users across the enterprise through robust functionality that finally allows organizations to automate all aspects of variable compensation programs. The result—the ability to design, deploy, and manage compensation programs according to changing business dynamics.

TrueComp Manager™ enables compensation professionals to efficiently model, implement, and monitor innovative compensation programs through easy-to-create business rules. TrueComp automates the day-to-day activities associated with administering compensation through a flexible, user-maintainable system—facilitating access to key compensation data that can be easily modified to align employee, sales, and channel partner behaviors with corporate goals.



"EIM applications represent a powerful new enterprise-wide tool to enhance both top-line revenue and bottom-line profitability for financial institutions by motivating improved sales performance and capturing greater mind share of their distribution partners. Callidus Software's leading EIM applications combined with IBM's middleware, consulting, and integration services provide a robust, flexible, and scalable solution to the market."

Mark Greene, General Manager of Global Banking for IBM

Solution:

TrueComp from Callidus Software

Callidus TrueComp customers enjoy a solution that addresses both tactical and strategic drivers while adapting to organizational changes, shifting priorities, and ever-changing business environments. Callidus TrueComp eliminates the administrative and technological barriers that have stood in the way of success, delivering visibility into the “black box” of incentive compensation, and ultimately, the strategic alignment that has been difficult until now.

Callidus TrueComp, the trusted industry-leading incentive compensation solution, enables companies to realize the greatest ROI for every compensation dollar by automating the modeling, design, administration, reporting, and analysis of the most sophisticated variable compensation programs—including sales commissions, bonuses, and special incentives. With TrueComp, companies are able to strengthen the link between the strategy behind incentive compensation and its real business results.

CONSTITUENTS	COMMON BUSINESS CHALLENGES	TRUECOMP SOLUTION
Corporation	Low Profitability	<p>Alignment</p> <p>By facilitating the quick implementation of innovative compensation programs, companies are able to bridge the gap between corporate strategy and execution to drive performance.</p>
Executives	Misaligned Activities and Resources	
Compensation/Finance	Resource-intensive, Error-Prone Administration	<p>Visibility</p> <p>TrueComp provides the flexibility to manage the complexity of compensation programs and adapt to an ever-changing business environment.</p> <p>Compensation modeling allows companies to sharpen the bottom line by avoiding costly implementation of an unprofitable compensation program.</p>
Sales/Channel	Poor Sales/Channel Productivity	<p>Trust</p> <p>Intuitive and easy-to-use interfaces facilitate the delivery of accurate and timely payments to build trust between compensation and payees.</p> <p>The delivery of up-to-date compensation reports keeps sales and channel partners focused on the right goals and motivated to perform.</p>
IT	Resource-intensive Maintenance	<p>Change</p> <p>Business rules allow the maintenance of the compensation system to transition to the business users, so IT can better serve business with fewer resources and can continue to deliver solutions to the enterprise.</p>

“We view sales compensation administration as a financial management challenge. In our search for a packaged enterprise application to meet this challenge, our requirements included the ability to model incentive plans, administer the payment of accurate commissions, and provide meaningful and timely reports to our financial and sales management departments. We believe that in TrueComp we have found a system that meets these requirements, is flexible enough to keep pace with our changing business needs, and can be maintained to a large degree by end-user personnel.”

Tim O’Shea, CFO at Dun & Bradstreet



TrueResolution™, an integrated sister product to TrueComp, automates the resolution of compensation-related issues. Through a simple, browser-based interface that can be distributed broadly to a company's sales force as well as to distributors and channel partners, TrueResolution makes credit issues easy to submit and monitor. Utilizing TrueComp's information repository and rules-based engine, TrueResolution is able to resolve the vast majority of credit disputes automatically.

TrueInformation™ provides a hub of compensation-related information by extending the benefits of TrueComp to the desktop of every incentive compensated individual in the enterprise. TrueInformation is the key to secure, online access to up-to-date compensation information, schedules, reports, and critical performance metrics.

TrueReferral™, a banking-specific add-on, enables financial services organizations to promote cross-sell and up-sell behavior through the data capture of lead referrals. TrueInformation, TrueResolution, and TrueReferral provide the real-time communication essential to reaping the benefits of any top-tier EIM solution.

TrueComp Technical Leadership

Callidus Software has invested over 1,000 man-hours of research and development in the TrueComp product. Its products continue to provide unprecedented flexibility and scalability to adapt to changes and differences in business practices needed to manage a company's compensation program, ultimately boosting the business performance of the enterprise.

CALLIDUS TRUECOMP IS THE ONLY EIM SOLUTION ON THE MARKET THAT UTILIZES

- Rules-based computing** for maximum comp plan flexibility and market responsiveness
- Grid technology** for maximum scalability and optimal price/performance ratios
- Intelligent "Power User"** features for maximum productivity
- Anytime, anywhere deployment** via the Web, delivering visibility into the "black box" of incentive compensation
- Data integration tools** for easy implementation

To obtain access to the system, users deploy TrueComp via the worldwide Web. Unlike most browser-based applications, the TrueComp J2EE slim-client user interface provides the business user with the functionality-rich interface necessary to efficiently manage sophisticated compensation programs, without writing code or complex Excel-like macros.

Moreover, the Callidus Performance Architecture provides maximum configurability for optimal price/performance ratios by concentrating the compensation processing and calculation at the application tier, where the task can be distributed across multiple CPUs utilizing grid technology. This architecture also enables near-linear scalability, allowing you to cost effectively grow your compensation processing capacity.

Callidus TrueComp draws upon information from across the enterprise to perform the function of EIM. Accordingly, we have equipped TrueComp with the best data integration tools on the market, known as TrueComp Integration. Developed for the data warehousing industry, TrueComp Integration is able to extract, transfer and load information from ERP, CRM, HRMS and other legacy systems into its repository for processing and management. Accordingly, at the end of the compensation calculation process, TrueComp Integration interfaces with your payroll or accounts payable system to ensure proper payment of your incentives.

Intuitive Interface Improves Productivity

TrueComp empowers compensation professionals by providing them with the ability to handle the implementation of sophisticated compensation plans and the on-going compensation administration through a point-and-click interface. Compensation professionals become more productive as they save time and increase accuracy using an intelligent interface that works the way their business works. TrueComp enables users to streamline day-to-day compensation activities and drive results.



- Quickly implement compensation plans through a context-sensitive rule editor
- Administer compensation data through simple and intuitive workspaces
- Query, view, and analyze compensation results through an intuitive query tool

Serves the Needs of All Stakeholders Participating in Incentive Compensation Programs

Compensation Professionals

Compensation professionals are assured that the right people are paid the right amount, on time, every time, as they are able to provide current and prior-period adjustment facilities. Weeks are shaved off compensation calculation and processing time, and organizational and business adjustments become simple changes with result modeling done in advance. Questions are answered with fingertip access to precise and up-to-date data, eliminating costly and complex research. TrueComp enables compensation professionals to gain control of complex compensation structures and the impact of ever-changing business dynamics.

Executive Team

Management has improved visibility into the current performance data of its sales people and channel partners. With modeling capabilities, the management team can now make better-informed decisions to realign the business successfully. More importantly, it now has the flexibility to change compensation plans quickly and easily to drive performance in real time. In the end, compensation becomes a strategic tool to realign business resources as business conditions demand.

Sales/Channel

With increased accuracy, sales people and channel partners spend less time reconciling commissions, enabling more selling time. Your sales people and channel partners develop confidence that they will be paid on time and accurately. The compensation plan becomes more effective in driving sales behaviors while building trust.

Finance

The finance organization can better manage and predict compensation expenses, improve communication with the field and upper management while avoiding overpayments. In addition, ad-hoc reporting increases data access and visibility, enabling improved performance and cost analysis.

Callidus Software customers are global enterprises that share the challenges of complex product lines, diverse geography, layered compensation structures, and large multi-tier sales channels. Callidus Software EIM solutions give these companies the tools they need to drive top-line revenue by aligning business goals with pay-for-performance initiatives.

Callidus Software TrueComp, TruePerformance, and their integrated products represent the most comprehensive Enterprise Incentive Management solution available today-the industry, its customers, and its partners agree.

CUSTOMERS



PARTNERS



Callidus Software Solutions Drive All Business Performance



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