

The Xactly Intelligent Revenue Platform

Revenue Operations and Intelligence from Vision to Execution

Over the years, doing business has become harder, but markets are growing. We have experienced supply chain disruption, talent shortages, and a greater emphasis on sustainability.

Although many things have changed, some remain the same — increasing revenue and efficiency are still top priorities. However, as organizations focus on flexibility and hitting higher targets, there are complications.



Digital selling has accelerated by four years.

Source: [McKinsey](#)



47M people quit their jobs in 2021.

Source: [U.S. BLS](#)



Only 6% of leaders are confident they'll reach their revenue targets.

Source: [Gartner](#)

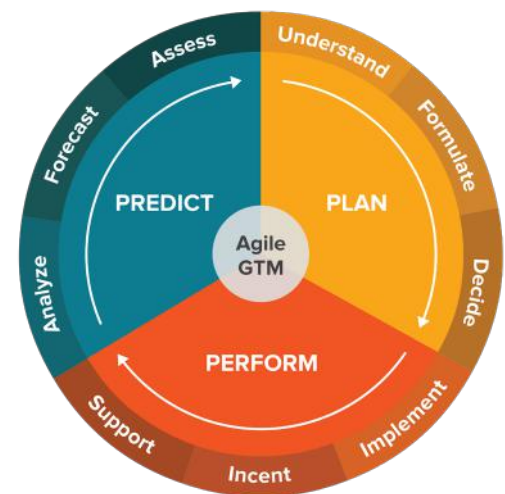
BECOMING MORE AGILE TO ACHIEVE SUSTAINABLE GROWTH

Forward-thinking organizations are addressing these challenges by adopting an agile go-to-market (GTM) strategy to generate more scalable and sustainable growth.

They are moving past the traditional annual planning cycle to unify teams and build a GTM model that touches three primary areas:

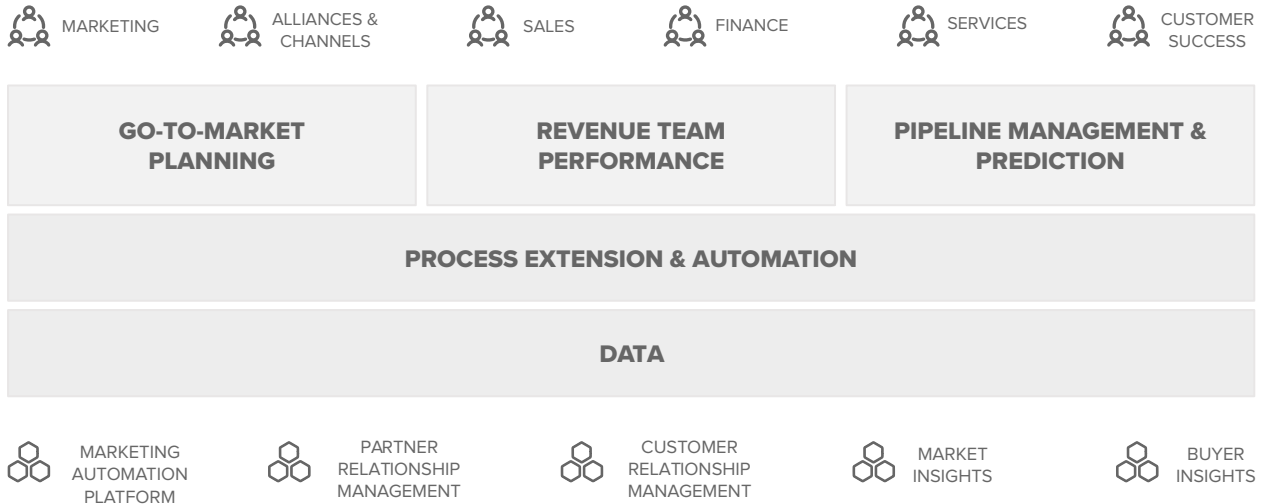
- ▶ Planning: Executive teams develop strategies based on data-informed decisions designed to reach corporate goals.
- ▶ Performance: Execution teams implement plans that incentivize goal-oriented behaviors.
- ▶ Prediction: Leadership teams monitor the execution, forecasting outcomes, and assess progress along the way.

In creating an agile GTM model, organizations can accelerate growth by targeting the right revenue — revenue that strengthens their position within a customer, a market, or a specific industry.



THE XACTLY INTELLIGENT REVENUE PLATFORM

The Xactly Intelligent Revenue Platform helps organizations achieve an agile GTM approach by breaking down silos across teams to align people, processes, and technology across the revenue engine, leading to predictable, profitable, and resilient revenue. The Platform consists of three applications areas — planning, performance, and prediction.



CONDUCT CONTINUOUS GTM PLANNING

The Platform's planning pillar aligns GTM teams across the revenue engine through continuous collaborative planning:

- ▶ Design, optimize and monitor sales capacity and quota plans.
- ▶ Build and modify balanced and efficient territory plans.
- ▶ Operationalize and modify sales planning activities based on workforce changes.

25%↑

Xactly customers create sales plans 25% faster.

DRIVE TARGETED PERFORMANCE

The performance pillar helps leaders incentivize the right behavior needed to achieve performance that meets corporate goals:

- ▶ Design, automate and scale complex incentive compensation programs.
- ▶ Assign, track and evaluate employee performance objectives.
- ▶ Manage and increase the visibility of commission and expense accounting in adherence with ASC 606 / IFRS 15 compliance standards.

14%↑

14% more sales reps hit their quota using Xactly's solutions.

ACHIEVE ACCURATE PREDICTIONS

The prediction pillar helps organizations prioritize the deals most likely to close, increase forecasting accuracy, and continuously inform planning and adjust execution.

- ▶ Aggregate sales forecasting data, monitor pipeline health, and guide deal progression.
- ▶ Leverage historical pay and performance insights to reveal dynamic performance indicators.
- ▶ Access sales compensation benchmarking data and industry trends based on 17 years of Xactly's proprietary pay and performance data set.*

30%↓

30% less time spent processing commissions with Xactly.

*Aggregated and anonymized with customer consent

EXTEND AND AUTOMATE BUSINESS PROCESSES

The Intelligent Revenue Platform includes business process and data extension solutions to simplify revenue operations technology with automation and integration:

- ▶ Automate revenue-related processes.
- ▶ Extend technology beyond purpose-built capabilities.
- ▶ Integrate and enrich internal and external data sources.

Xactly's Intelligent Revenue Platform unifies GTM teams to operate more efficiently and grow top-line revenue without sacrificing bottom-line margins. Intelligent Revenue can be identified as driving strategic growth through:

- ▶ Predictable → Reliable revenue without the guesswork.
- ▶ Profitable → Focused revenue that unlocks new market growth.
- ▶ Resilient → Consistent revenue that endures disruption.

ARE YOU READY TO ASSESS THE MATURITY OF YOUR REVENUE OPERATIONS MODEL?

Contact us to explore your path to achieving predictable, profitable, and resilient revenue.

INTELLIGENT REVENUE PLATFORM BENEFITS

- ▶ Orchestrate agile GTM planning across the revenue engine
- ▶ Build and motivate high-performance revenue teams
- ▶ Identify attrition risks, and retain top talent
- ▶ Automate and scale complex incentive commission and expense accounting programs
- ▶ Improve forecasting accuracy to drive greater revenue predictability
- ▶ Drive strategic decisions based on proprietary pay and performance benchmarking data and historical organizational insights
- ▶ Simplify revenue operations with purpose-built automation and extensibility



ABOUT XACTLY

Xactly has helped thousands of companies and millions of sellers around the world beat their revenue targets. Using Xactly's solutions, leaders look past the current quarter to create revenue streams for long-term growth.

The Xactly Intelligent Revenue Platform marries artificial intelligence and 17 years of proprietary data in easy-to-use applications. Sentiment, process and trend analysis come together to form accurate machine forecasts. Quick identification and implementation of revenue plan, quota and territory improvements is easy. And, rapid calculation of even the most complex compensation plans keeps sales reps motivated and on track.

This makes the Xactly Intelligent Revenue Platform the only solution that aligns seller behavior with boardroom strategy to create a resilient, predictable and profitable business.

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