



Xactly® accelerates sales performance management solutions with Oracle instances powered by AMD EPYC™ CPUs

Faster compute, lower costs, and room to grow with AMD EPYC processor-powered Oracle instances



CUSTOMER

Xactly

INDUSTRY

Sales performance management

CHALLENGES

Improve performance as customer base grows while enabling headroom to deliver innovative new features

SOLUTION

Deploy Oracle Cloud Infrastructure instances powered by AMD EPYC™ processors

RESULTS

Up to 42 percent faster combined performance with about 15-20 percent cost saving

AMD TECHNOLOGY AT A GLANCE

2nd Gen AMD EPYC™ CPUs
3rd Gen AMD EPYC™ CPUs

TECHNOLOGY PARTNER

ORACLE
Cloud Infrastructure

Incentivizing staff has become much more sophisticated than just an extra salary percentage for every employee after a profitable sales period.

Performance can be analyzed in detail, with the best salespeople receiving compensation in line with their contribution. But delivering the necessary data requires considerable computation. One of the leading companies in this area is Silicon Valley-based, Xactly. When Xactly wanted to improve performance and flexibility beyond its on-premises data center and deliver new features for customers, Oracle Cloud Infrastructure (OCI) instances powered by AMD EPYC processors provided what was needed.

Incentivizing sales through compensation

“Xactly began in the sales performance management space,” says Laura McCluer, Vice President, Global Alliances, Xactly. “The company started 17 years ago because of the experience that our CEO and founder had as a sales rep, and the challenges that he saw in compensation errors because of the complexity of incentive compensation plans. Lots of companies lose significant amounts of money on an annual basis overpaying their reps, and then there are also situations where reps leave companies because they're frustrated with their compensation plans. They don't know how they're being paid, they don't understand how the plans are structured, or there are errors and they've been underpaid.”

From this seed of an idea, Xactly has grown into a company with a multi-product portfolio, with a focus on what the company calls the Xactly Intelligent Revenue Platform.

“We look at compensation as a key component of supporting sellers and organizations to hit their numbers and be successful,” says McCluer. “But now, we also have a whole portfolio of products that help organizations execute how they're planning their sales territories and revenue targets, tracking how they're performing against those targets, and predicting the impact of their revenue performance.”

This has developed into forecasting solutions, predicting future performance based on past results. This can help both salespeople and companies plan their strategies. “AI lets us guide organizations around the accuracy of their forecast, optimizing revenue,” says McCluer. “Scaling has been a challenge. We're a Software as a Service (SaaS) provider, and so as we grew exponentially with market success, we needed to scale. As customers' compensation plans become more complex, as they have more end users, we need to be able to compute quickly and deliver results in a rapid way. This takes a fair amount of horsepower.”

“AMD EPYC CPU-powered Oracle instances are so fast compared with their rivals, and less expensive in our experience. I don't know how I could choose any other option.”

John Adams, Operations Architect, Xactly

“Our very first product was cloud based back in 2006,” says John Adams, Operations Architect, Xactly. This was when many companies still delivered their software on CD for on-premises data center installation. Xactly

had been using a cloud and managed hosting solution. Then the company brought its infrastructure in house across a series of global data centers for more control. “Then, a couple years ago, Oracle came to us with a proposition, Oracle Cloud Infrastructure. They had some really great business reasons for us to leave the on-premises model and move over to their cloud.”

Faster performance than on-premises

"The cloud doesn't offer every combination of processor and memory," says Adams. "We had a highly optimized on-premises system with the fastest database hardware and the fastest flash storage." A company can be selling a lot of different product lines, and need to track their sales over more than a year, which will mean a lot of data. "We call our system to do this Calc. It helps a company calculate its commissions. We break tasks down into hundreds or thousands of smaller tasks and run those in parallel."

Xactly first looked at Intel-based OCI instances to run Calc. Oracle provided a build and pricing model, and then Xactly tried a proof of concept using its entire stack. The workflow was run for one of Xactly's largest Calc customers with thousands of users. "It's a really large performance load test, which runs for more than a day," says Adams. "We iterated it for four months and couldn't get the Oracle Cloud to run faster than our on-premises systems."

"Most of our production deployments are on 3rd Gen AMD EPYC CPUs. That was about another 20 percent bump for the compute-heavy stuff, making OCI powered by EPYC processors significantly faster than our on-premises deployments."

John Adams, Operations Architect, Xactly

Then Oracle suggested AMD EPYC CPU-powered instances instead. These were 2nd Gen processors. Xactly tried them with the Calc workload. "The AMD EPYC CPU-powered instances were about 22 percent faster than the Intel systems," says Adams. "That made them faster than our on-premises environment. Then, as we were deploying some of our production environments to the cloud, OCI made the jump from 2nd to 3rd Gen AMD EPYC processors. So, most of our production deployments are on 3rd Gen AMD EPYC CPUs. That was about another 20 percent bump for the compute-heavy stuff, making OCI powered by EPYC processors significantly faster than our on-premises deployments."

Headroom to deliver new features

"The AMD EPYC processor-powered instances were also less expensive than the Intel instances, and customizable with a wider variety of core and memory combinations," says Adams. "We achieved between about

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Laura McCluer, Vice President, Global Alliances, Xactly

15 and 20 percent cost saving. We have a product called Xactly Incent[®], which is deployed across virtual machines and Kubernetes. Calc is part of this, with commission statements and payroll based on it. Calc uses a very large grid of 120 virtual machines. It used to take 32 hours to complete, and now it takes less than 28 hours, thanks to OCI's 3rd Gen AMD EPYC processor-powered instances."

The increased performance headroom is enabling Xactly to roll out new features. "We have a significant advancement coming," says Adams. "We are putting the Oracle database data for Calc in-memory. This allows us to double the performance. We got a good [performance] number from our on-premises hardware, but it requires a lot of memory and compute, and the hardware would cost a lot [to add on-premises], so we split it between on-premises and the OCI instances. "Now we are moving all of our production environments to OCI," says Adams. "We're 50 percent there so far. As soon as we move the rest of that environment over to OCI, running Calc in-memory will be much faster than what we could do on-prem. AMD EPYC CPU-powered Oracle instances are so fast compared with their rivals, and less expensive in our experience. I don't know how I could choose any other option."

"Oracle and AMD advancing the technology frees up our engineers and product developers to really think about the next stage of where we can take our products to solve customer's problems," says McCluer. "The in-memory Calc feature for our Xactly Incent[®] product is going to be an important competitive advantage for us. With Oracle and AMD working together, moving technology forward, that opens the door for us to do a whole lot more for our customers and differentiate ourselves in the market."

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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 plans, quotas, and territory improvements are easy. Xactly's Intelligent Revenue Platform is the only solution that aligns seller behaviour with boardroom strategy to create a resilient, predictable, and profitable business. To learn more about Xactly and the latest issues and trends in intelligent revenue, follow us on Twitter, Facebook, and visit xactlycorp.com.

About Oracle Cloud Infrastructure

Oracle Cloud Infrastructure has all the services you need to migrate, build, and run all your IT, from existing enterprise workloads to new cloud native applications and data platforms. OCI is the first public cloud built from the ground up to be a better cloud for every application. By rethinking core engineering and systems design for cloud computing, we created innovations that accelerate migrations, deliver better reliability and performance for all applications, and offer the complete services customers need to build innovative cloud applications. For more information visit oracle.com/cloud.

About AMD

For more than 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies. Billions of people, leading Fortune 500 businesses, and cutting-edge scientific research institutions around the world rely on AMD technology daily to improve how they live, work and play. AMD employees are focused on building leadership high-performance and adaptive products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) [website](https://www.amd.com), [blog](https://www.amd.com/blog), [LinkedIn](https://www.amd.com/linkedin), and [Twitter](https://www.amd.com/twitter) pages.

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