

Digital transformation of sales compensation

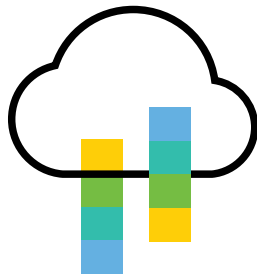
Motivate and reward your sales force with the SAP® C/4HANA suite

As entire industries, business models, and product lines have rapidly evolved over the last few decades, sales coverage models and incentives have also grown in complexity. For many organizations, the days of a few standard sales roles, account-based territories, and simple incentive calculations are long gone. For the sales back office, keeping up with this complexity is increasing costs, reducing flexibility, and—in many cases—increasing risk. Leveraging new cloud technologies can help increase revenue, decrease costs, and minimize risk. What's your plan? How will you respond to the changes and complexity in today's sales environment?

Tools for transformation

With SAP C/4HANA, part of the SAP® Customer Experience portfolio, which has replaced the SAP® Hybris® brand, SAP offers an integrated, cloud-enabled vision of the customer experience that can help you on your path toward transformation. SAP C/4HANA can help tame complexity by offering centralized availability of mature services for customer data, analytics, machine learning, and other capabilities.

For many organizations, transforming sales performance management processes and technologies can have a meaningful impact on both top-line and bottom-line results. Solutions such as SAP Commissions—part of SAP Sales Cloud within the SAP C/4HANA suite and successor to SAP's CallidusCloud offering—can help



Top-line and bottom-line value creation

By using solutions such as SAP Commissions to improve your commissions and sales incentives processes, you can create transformational value in several areas.

- Motivate your sellers to **drive revenue**, helping them maximize their personal success under the sales compensation program and reinforcing the link between their actions and their earnings
- **Enable your sales strategy** by reinforcing compensation plans and providing coaching tools to align salespeople's success with the execution of the dynamic organizational go-to market strategy
- **Eliminate manual processes** through the use of automation while still enabling your leaders via robust workflow technologies
- **Reduce over-payments** by enhancing controls on exceptions and gaming while eliminating errors in calculations and processes
- Promote a **compliant culture** by ensuring the appropriate checks and balances and audit trails exist in your sales compensation program and processes

Experience in action

Deloitte's experience with the SAP Commissions solution can help you begin to approach sales performance management more strategically—to drive top-line growth while also tapping the benefits of cloud, including scalability, a simplified IT landscape, lower total cost of ownership, and rapid access to the latest software updates. What can you do? Here are a few examples.

- **Reward.** Motivate your sellers by creating sales compensation programs that are aligned with organizational strategy and communicated via real-time dashboards and mobile technologies. Align compensation with organizational priorities through flexible plan structures and enhanced modeling capabilities.
- **Automate.** Improve efficiency and flexibility by automating core processes and reducing manual effort. Implement workflow technologies to automate processes that allow for stakeholder input—to engage and empower your sales leaders.
- **Grow.** Build scalable processes that can help you seamlessly grow while maintaining the flexibility you need to stay ahead in a dynamic marketplace. Leverage the cloud to access unlimited scalability as your organization grows organically and through new products, M&A, or other strategies.



Motivate and
Align



Reward

Eliminate Manual
Processes



Automate

Scalability and
Flexibility



Grow

Move forward with an SAP C/4HANA Commissions Workshop

Beginning a transformation journey with SAP Commissions and other elements of SAP Sales Cloud and the SAP C/4HANA suite will require more than an ability to plug in technology. To recognize transformational value from your investment in SAP C/4HANA, a full assessment of processes and leading practices can help you leverage the technology in innovative and game-changing ways. Deloitte can help you determine a way forward—one that fits with your organization's vision for the future. Start the process with one of our SAP Commissions Workshops, which address initial questions and requirements across four primary areas.

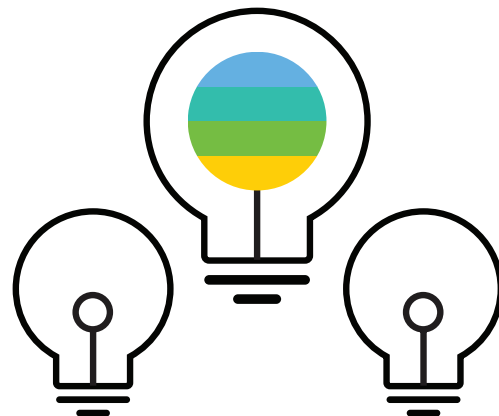
- **Assess.** Where are you on the readiness curve? What issues and risks do you face?

Through a workshop and assessment that includes your IT and sales operations teams, we can help you assess your current process complexity and organizational readiness for SAP Commissions. This assessment spans several key dimensions, including data, sales model, current plan complexity, and communications, among others.

- **Identify.** Analyzing the data and feedback from the workshop, we identify gaps in your readiness as well as areas where you can explore potential new value. We help you see a vision of your future—and what lies between your current state and that vision.

- **Design.** Our team generates a high-level roadmap that plots a path forward for your organization—so you can begin to understand the enterprise-specific steps required for transforming your business.

- **Plan.** We collaborate with your team to start planning the execution of individual steps in your transformation journey—to help you activate a strategy based on measurable goals and concrete actions.



Let's talk

The pressure is on. As increasing complexity in the sales back office creates big challenges around business objectives, costs, and risks, how can you turn cloud capabilities and data to your advantage? A conversation with Deloitte is a great place to start. With industry-specific experience and a global network of more than 18,500 professionals dedicated to SAP solutions, we can help you reimagine everything—no matter where you are or what you do. A long list of awards—including Deloitte Digital's 2018 SAP Hybris Global Partner of the Year award—highlights our team's ability to help you achieve results.

Connect with us to learn more about our workshop approach for kick-starting a sales performance management and cloud transformation journey. We can provide a demo of SAP Commissions, supply additional insights on the SAP C/4HANA suite, or discuss a specific challenge your organization faces. Contact us to get the conversation started.

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