

Optymyze Sales Operations as a Service

Transform Sales Operations into a Strategic Business Driver with a Comprehensive Solution

Optymyze Sales Operations as a Service takes sales operations from an administrative cost center to a strategic business function that drives revenue. It starts with designing effective processes and automating them with Optymyze Sales Performance software, and then moves on to manage incentive compensation, territory assignments, and other key processes for you. The as-a-service model gives you increased efficiency and flexibility, while reducing risk and costs. Our solution encompasses:

BUSINESS PROCESSES
designed to manage sales operations and drive sales effectiveness.

PROVEN EXPERTISE
in managing and executing best practice sales processes in nearly every industry.

INDUSTRY-LEADING TECHNOLOGIES
that streamline the entire sales operations lifecycle.

Optymyze Sales Operations as a Service follows a collaborative business model that extends far beyond software implementation and managed services to deliver superior business outcomes and faster time-to-value.

Improve Sales Operations with Integrated, Optimized Business Processes

Sales operations encompasses many inter-related processes which must operate as one in order to generate strategic insight for the business. Based on hundreds of successful projects, Optymyze developed a model that brings together the core sales operations processes for better results. We optimize and execute these business processes for you, as illustrated below:

- **Sales Compensation Management** – we design compensation plans that reward the right sales activities and behaviors, to ensure tight alignment between sales and company objectives.
- **Coaching Management** – we determine the right mix of coaching objectives and activities, to improve the proficiency and effectiveness of your sales team.
- **Appraisals Management** – we design sales appraisal plans that ensure accurate sales compensation based on standardized evaluation criteria, and improve sales outcomes.
- **People Management** – we provide a 360-degree view of each sales person, so you gain better visibility to the performance of your sales organization.
- **Territory Management** – we develop territory plans that maximize your market penetration and increase sales effectiveness.
- **Quota Management** – we create quota plans that accurately reflect sales potential and ensure equity in the sales organization.
- **Objectives Management** – we design sales objectives plans that align to corporate initiatives, to increase overall sales performance.



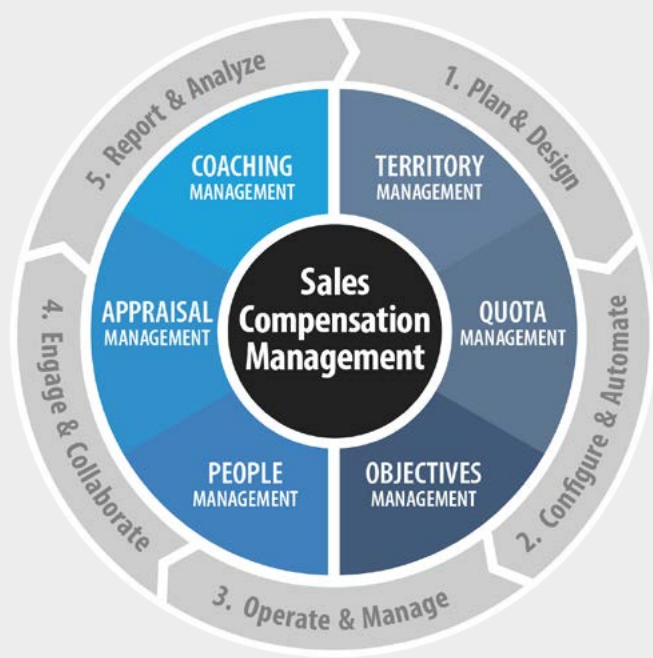
Sales Operations Business Process Model

Collaboration and Best Practices Drive Strategic Sales Operations Process Management

Optimize executes sales operations processes for you, following our Strategic Sales Operations Process Management model, illustrated below.

This continuous, 5-step model does not simply “lift and shift” sales operations processes. Instead, we take a collaborative approach to tailor processes to your objectives and apply proven best practices. We continue to work with you closely in order to maintain alignment as your needs change over time.

1. **PLAN & DESIGN** – work with your sales operations and sales management teams to design process plans that maximize sales team effectiveness and achieve company goals.
2. **CONFIGURE & AUTOMATE** – configure Optimize cloud applications to fit your business process needs.
3. **OPERATE & MANAGE** – roll out, communicate, and execute sales operations processes, providing guidance to sales reps and sales managers in order to maximize the outcome.
4. **ENGAGE & COLLABORATE** – collaborate with your sales organization to drive engagement via transparent communication and visibility into process changes.
5. **REPORT & ANALYZE** – analyze results data in order to derive actionable insights and formulate recommendations that will allow you to remain strategically focused.



Strategic Sales Operations Process Management

This strategic approach to sales operations process management is collaborative and incorporates best practices in order to increase sales effectiveness, better align the sales organization with the company, and improve sales engagement. By overseeing your sales operations processes, our model increases efficiency and cost savings, and liberates your sales operations staff to focus on activities that contribute directly to generating revenue.

Leverage Expertise in Industry Verticals to Accelerate Results

With 25 years of experience in sales performance management (SPM) and over 1000 engagements in 50 countries, our Professional Services team can optimize any sales operations process. They have the knowledge and practical experience to design and execute strategic business processes, in any industry context: insurance, banking and financial services, telecommunications and information technology, life sciences and healthcare, manufacturing and distribution, retail and consumer goods, and business services.

Get Fast, Flexible Sales Operations with Industry-Leading Technology

In managing business processes for you, we leverage both the Optymyze Sales Performance™ suite of SPM cloud applications and Optymyze Sales Platform™ technologies to streamline and improve every aspect of sales operations.

- **Optymyze Sales Performance** – a comprehensive set of sales performance management cloud applications that enables fast implementation of sales compensation plans, and simplifies management of many other sales processes.
- **Optymyze Sales Analytics** – an integrated set of sales analytics and data management applications that automate data processing, and easily transform data into useful information for analysis.
- **Optymyze Sales Studio** – an extensible platform for the development and deployment of sales applications.
- **Optymyze Sales Planning** – an integrated platform for defining any financial model, and creating collaborative sales planning applications.

While Optymyze Sales Performance™ automates key aspects of business processes for faster time-to-value, the Optymyze Sales Platform™ goes beyond automation, to produce business insights that lead to smarter strategic decisions. Moreover, all technology components are fully customizable, so we can tailor them to your needs, and adapt them when things change.

Sales operations is a strategic business function that requires a strategic approach. Partner with Optymyze, an SPM industry leader with unmatched experience and expertise. Increase operational and cost efficiency, accelerate time-to-value, and maximize sales outcomes with optimized business processes and award-winning technology.

Optymyze was named a
Leader in the 2016 Gartner
Magic Quadrant for Sales
Performance Management,
and has been recognized for
its innovation and service
delivery by Ventana Research.

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