

# Optymyze Technical Architecture

## Foreword

More than ever, companies are focused on improving sales and channel performance. Critical to their success is the ability to execute a sales strategy that drives specific sales force behaviors and results, which can then be analyzed to adjust the strategy to achieve the desired business outcomes.

## Challenges in Managing Sales Performance

Until recently, there was no systematic, integrated, and scalable approach to managing sales performance, leaving a significant gap between a company's sales goals and the delivered results. Complex spreadsheets, disparate systems, and custom applications along with manual and redundant processes have made it extremely difficult for organizations to effectively execute a business strategy focused on driving sales performance. Despite significant expenditures of time and resources in maintaining applications and providing ongoing support, the less than optimal results being achieved are holding companies back from living up to their true potential.

## What is SPM?

Sales Performance Management (SPM) encompasses operational and analytical functions to automate and integrate processes for planning, designing, allocating, and managing sales compensation, sales processes, territories, quotas, and behavioral/training plans.

SPM gives companies the ability to improve the structure, focus, and motivation of salespeople and channels to achieve targets for revenue and margin production and to provide modeling and analytic capabilities for evaluating sales assumptions and diagnosing trends in sales outcomes.

## Introducing: Optimize

Based on over two decades of real world SPM experience and utilizing the latest cloud-based technologies, Optimize drives sales performance with applications that help companies

- execute sales and channel strategies;
- drive desired selling behaviors;
- enable people to produce better results; and
- analyze and improve performance with insightful business intelligence.

Built on a robust and flexible platform and leveraging the elasticity, agility, and cost benefits of cloud deployments, these fully-integrated, easily-configured, and highly-scalable SPM products help companies improve the performance of direct and indirect sales channels; bring order, clarity, and flexibility to the management of sales incentive compensation, territories, quotas, and other sales operations; gain actionable insight from big sales data and sales analytics; and increase the effectiveness of mobile salespeople.

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## Overview

The Optymyze technology is a Rich Internet Application (RIA) that features ease of use, breadth of functionality, high scalability, fast processing, and tremendous flexibility that speeds project implementation and minimizes maintenance costs.

The applications are built around core platform functionality for integrating and validating diverse sets of data, administering security, creating complex rules-based and data-driven business logic, and defining real-time metrics and analytics—all without writing custom computer code or going through lengthy and costly high-risk software implementations.

## Architecture Layers

Like much web-based software, Optymyze products are built using a layered architecture. This layered architecture is further divided into an internal Service Oriented Architecture (SOA) that provides the flexibility to easily expand an application with new functionality without disturbing other parts of the software.

The three layers of the Optymyze Platform architecture are:

- **Presentation and Security** — controls who can access the software, what they are allowed to do, and what they see
- **Business Logic** — provides business functionality as configured by the users

- **Database & Persistence** — securely stores all data, reporting, and payroll information, grants access to properly authorized users, and enables data management

## Presentation and Security

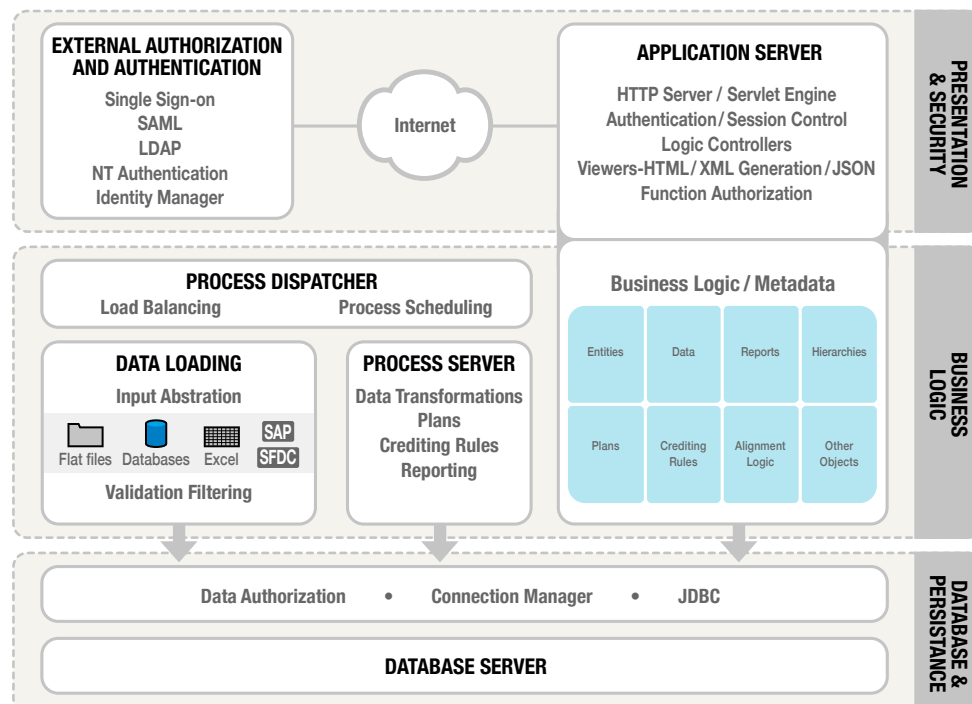
This layer controls who has access to the system, what they see, and what they can do. The components of this layer work together to ensure only users with proper credentials are permitted to access the software.

Recognizing the varied needs of today's IT environments, the Optymyze platform is equipped with Pluggable Authentication Modules (PAMs) to seamlessly integrate its authentication with your internal directory system or other authentication authority. Common PAM choices are SAML for federated single sign-on capability; LDAP, to integrate with your LDAP-compliant directory service; and Windows domain authentication. Optymyze technology also has a built-in authentication and authorization service with web-based identity management that can be utilized in lieu of a centralized authentication service.

Upon login, the software tailors the visual display so that only the features the user is allowed to use are visible. By hiding unnecessary ones, users can focus on the functions they will be performing without the distraction of ignoring or avoiding other functionality. Components in this layer also enforce policies regarding how long a user session may remain active and how long an idle session will remain valid before the software automatically logs the user out.

The presentation of the software provides a rich and highly-interactive user experience like that of a native application yet is built on browser technologies. Using AJAX, HTML5, and JSON-RPC, the software minimizes the data sent to and from the server and paints only those portions of the screen that need updating. Employing these techniques reduces server load, maintains responsiveness, and eliminates annoying flicker and screen repainting—all while rendering a visually rich and highly usable application.

*The layered architecture of Optymyze technology provides unsurpassed flexibility.*



## Business Logic

This layer contains and controls the knowledge and rules of your business. Ultimately, this is where the Optimize system orchestrates its various components to combine the knowledge, rules, and data to perform calculations, produce reports, and deliver actionable business intelligence.

## Process Definition

The Business Logic layer is where business and other processes are defined. This layer contains all the logical business objects such as rules, metrics, hierarchies, alignments, assignments, and other constructs that define how the system works. By interacting with these familiar objects and concepts, users create a blueprint that describes the steps of a particular business process. When processes are run, they combine this information with the internal "knowledge" of processes and objects to process the data and produce the desired information.

## User interaction

The Business Logic layer is also responsible for user interaction and behind-the-scenes processes that perform the main tasks of the software. When interacting with the user, this layer creates web pages to display to the user by combining information queried from the database server with HTML and XML to create a rich browser display. As the user adds and edits information in these browser screens it is broken into the necessary business objects by this layer and stored in the database server.

## Process Execution

Execution of processes occurs automatically in the proper order to process data, perform calculations, and produce reports and analytics. The processes that perform these tasks are initiated and controlled in this layer based on the process definitions. When the processes are run, the Process Dispatcher component controls the tasks and balances the workload between the process servers that have been configured to perform the work.

## Database and Persistence

This layer uses a standard relational database to store everything that is processed into or by the system and controls subsequent access to it. Included here is information on business objects as well as data sets containing information about people and performance.

## Architecture Elements

### Infrastructure

Optimize technology is built on the Java EE platform and leverages the open technologies and protocols that are part of the widely-deployed framework for developing, deploying, and running enterprise applications.

### Reporting

The Optimize architecture features fully-integrated reporting and analytics engines to create and publish reports, dashboards, and analyses for users across the organization that are fully-customizable or based on one of the templates included.

The architecture also supports third-party reporting tools and business analytics products from Actuate, Microstrategy, SAS, etc. (In this case, the data used for reporting purposes are extracted from the main repository into another database. The reports are then imported back into the system and distributed using the various mechanisms in the software like portal, email, and hard copy.)

### Scalability

The Optimize system is highly scalable with built-in automated management features that distribute work processes on different process servers to ensure that your deployment is properly scaled to continuously meet immediate demands and future needs as your business changes.

### Data Repository

Whatever the type or organization of your data the Optimize platform can load and process it to perform the calculations, aggregations, and summarizations required for your data processing and reporting needs. Most input data falls into two categories: transactional data and aggregated data. Sales data like invoice line items or individual sales of a product are usually in dated transactional form. Other data may be aggregated by combining information based on a product line, an individual, geography, time, or other category of information; the Optimize system handles all manner of data with equal aplomb.

### Data Model

All Optimize system data resides in a single, fully-integrated data repository. The data model of this repository is schema-independent, i.e., there are no constraints that require writing custom database code or manipulating and transforming data into a pre-specified, hard-coded data structure. With the

Optymyze architecture, you tailor the data repository to fit your business and data needs; there is no limit on the number of different data sources, the variations of the data structures, or the amount of data that can be processed.

The resulting flexibility allows you to use existing feeds without manipulating the data or reprogramming file extracts. The Optymyze architecture also eliminates the errors and delays from using custom database applications or third-party data transformation tools outside of the system.

### Data Integrity

The validity of the data in the centralized repository is maintained at all times using database-referential integrity, which ensures that data between related tables is consistent and properly synchronized.

### Data Validation

The Optymyze platform takes data management a step further by automating the process of validating and cleansing data, enabling you to significantly improve the accuracy of data and payments. The data loading modules have built-in validation rules to ensure that only “clean” data is loaded into the system,

e.g., designating whether a field should be alphanumeric, should be a valid date, and so on. Records that do not match are rejected with appropriate diagnostic messages.

### Library

In addition, the Optymyze technology has an extensive library of data verification rules to check for explicit errors and “unreasonable” data in ways unmatched by any other system or any amount of custom code. Error messages are displayed when errors occur and the software can even stop processing jobs and alert users to errors via email.

### Audit Trail

Changes to one part of the Optymyze system are automatically reflected in all other functional areas. Because of the centralized repository, all changes to data, calculations, and reports are traceable and auditable. Effective dating and versioning allow you to see what changes were made, when, and by whom.

The software also tracks payment overrides and manual adjustments so that exceptions are audited. (Exceptions may be defined as changes to data, as well as minimums, maximums, additions, subtractions, and multiplications that apply to specific data records.)



### Data Integration

The software architecture provides the flexibility to use the data you currently have in any form. It has been successfully integrated with nearly all major ERP, CRM, HR, Sales, Payroll, Finance, and legacy systems. No special interface is required to deliver this integration, which helps eliminate redundancies and errors, and saves your organization time and money.

### Clean Data Sets

With the integration of many diverse data sources in the data repository and the increased accuracy resulting from auto verification, the data in the data repository will be one of the cleanest sets of data in your company. Many customers feel that the cleansed data in the Optymyze data repository is their best source of data, often using it as the primary source of data to feed other systems within their company, e.g., data distributed to participants for use in their CRM system and data loaded into other systems for payment processing, additional reporting, and analysis.

*The Optymyze data repository architecture provides the flexibility and scalability to integrate, transform, validate, and cleanse all of your diverse data.*

## Interfaces

The flexible nature of the Optimize architecture enables the user interfaces to be deployed at a very granular level, allowing administrators to authorize users to only access areas specific to their needs.

And because the Optimize platform makes a broad set of features and functionality available in the user interface, there is no need to “escape” to a separate programming interface to code special features. Upgrades also complete seamlessly since the state of any given deployment is always known.

## Security & Administration

The complexity of protecting applications and valuable data from external threats, as well as granting legitimate access to internal and external resources, grows more and more difficult as software and network access points grow.

The Optimize platform is designed with a complete blanket of security that allows access to be managed not only at the role level, but also at the data level. Nearly all of this management is done by administrative users, not by IT personnel.

## Security

### Authentication and Authorization

As more enterprise-level applications are rolled out, the resources required to secure and administer authentication also increase. To simplify and centralize the management of user security and other details, many companies are may work for you. If you have deployed federated security you might be interested in the SAML SSO option. And if you haven't implemented centralized user security for applications within your enterprise, you may want to use the built-in web-based identity management system to authenticate users. Whatever user-authentication option you choose, the Optimize technology can support the choice that works for you.

### Data Protection

Due to the extremely sensitive nature of the data, the application must protect it from casual or malicious observation or manipulation by unauthorized users. With Optimize platform products, you can ensure that each user has access to only the information you want them to see and the functions you want them to perform.

### Function Authorization

Function authorization grants permissions to a particular user to perform certain operations based on the roles assigned to that user. A single user's permissions are the collective set of all permissions granted by each role assigned to them. These roles are defined at the time of implementation and can easily be changed as requirements change.

### Hierarchy-based Security

You can further secure information according to your corporate organizational hierarchy, such that each person in the hierarchy can see their personal information and the information of their direct reports. You can extend this downward to any level in your organization so that, for example, the president could see reporting information for all participants in an incentive compensation plan. This hierarchy-based security is automatically in place when users log in to view reports.

### Network Security

From a server-side perspective, the Optimize technology is a distributed application, parts of which may be exposed to the Internet, and all of which are exposed to the LAN. As such, a number of safeguards are in place to keep your data secure from casual snooping and malicious attacks.

The two interfaces that are commonly exposed to the Internet in deployment are the web-based user interface and the multi-site authentication and authorization service. Both of these interfaces are delivered over HTTPS and thus benefit from the encryption provided by SSL/TLS. In addition, each interface exposes only a single IP port to the outside world, simplifying firewall configuration.

### Encryption and Unique IDs

All communication to the end user is over a secure, encrypted HTTPS (SSL/TLS) connection. Additionally, each transmission to a given user from the server embeds unique IDs that must be sent back with any response from that user. If the IDs don't match, the response is invalid. These techniques protect the user's transmission from snooping and also from a malicious user stealing a URL and attempting to use it in a different application session.

## Security Credentials

If you choose to use the internal database of the Optimize system for authentication, all security credentials are stored in encrypted form to foil snooping by users with database browsing tools and privileges not in the scope of the application. Local configuration files maintain login credentials to items such as the main database in encrypted form, which only can be viewed and edited with provided tools.

## Administration

Every new software application and piece of hardware adds an additional administrative task to the IT department's responsibilities. However, Optimize products are designed to reduce the number of IT tasks by enabling non-technical personnel to do them instead in the course of their own day-to-day activities.

Through simple, easy-to-use browser screens, business users with the proper permissions can administer and view logging, monitoring, and diagnostic activities and logs, and perform other configuration tasks. Such users can quickly resolve most issues that arise by examining process logs produced by the various processes that perform tasks in Optimize products. Events like misplaced input data files, bad data, and other application-level errors are easily diagnosed from detailed logs and can be readily corrected by business users. And should processing loads change, Optimize technology scales to handle the increased load.

Informational and error messages are logged to text files and database tables according to the severity of the situation. IT personnel and others can automatically be informed of critical issues via email. But in most cases, support from IT is needed only for regular backups of the application database and, in the event a system failure, a database restoration from backup.

## Seamless Integration

Optimize technology is designed to integrate effectively within today's existing, heterogeneous IT environments. Its flexible data architecture allows you to design and define your data model, then map and load virtually any data format from a variety of sources, including directly from tables from other databases, flat files, or via supplied web-service connectors.

## Data Loading

### Data Filtering

You have the ability to filter data by field values, allowing you to eliminate unwanted or unneeded data. Because of this feature, you do not need to provide external filtering of data prior to loading it into Optimize products.

### Data Validation

The data validation features of Optimize technology provide assurance that your data are correct and are validated according to field type. Once data are loaded, you can apply further rules-based data validity checks using the automated verification features. These advanced features can validate data against many sources, identify changes and additions over time, and apply statistical functions for identifying data anomalies or potential problems.

### Field Mapping/Record Assembly

These functions select only the fields you need from the input stream and map them into the data model that you have already created. This eliminates the need to produce special input files that have unwanted fields already removed.

### Record Operations

This function allows you to specify how new input records are combined with existing data already loaded into Optimize products. An entire database table can be re-created or updated, and you can perform record-level operations such as replacing or updating existing records using key fields.

Since input data are not always available when you expect them, you can set triggers to enable processes to start automatically when a specified file arrives. This provides flexibility of operation without the need to monitor every step. For example, users can schedule a variety of data-loading processes to run after a mainframe data feed has been produced and placed in a particular location, saving significant time for your IT resources.

If you already use an external reporting tool, the Optimize technology simplifies reporting by integrating highly processed information with your reporting solution. This means more time savings for your IT department since you will no longer need to use your reporting solution as a data processing platform as well.

## Scalability & Performance

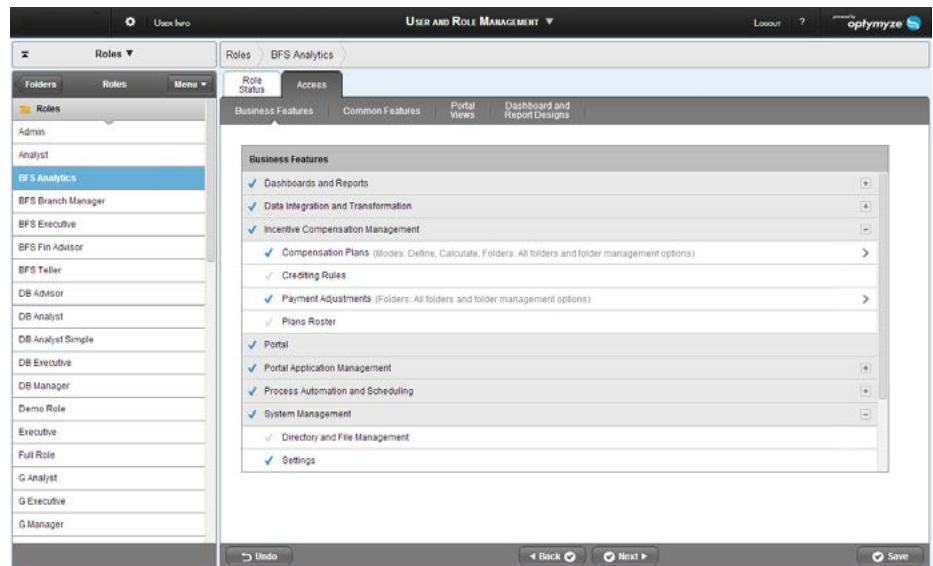
Optymyze technology delivers high performance and massive scalability to meet the needs of growing mid sized and large enterprises. Its distributed networked architecture can process hundreds of millions of data transactions and manage data for tens of thousands of people, yet can still be deployed economically for organizations with only 100 participants and just a few thousand records to process.

### Load Balancing

Load balancing is used to scale the various servers that are part of a deployment. As you add more users, you can place more load on the web and application server(s). When that load exceeds the capacity of the existing servers, just add another processor in an existing server, if possible, or add another server. Depending on your deployment, web server load balancing is provided by either the web or application server, or by a network load balancing appliance.

### Performance Optimization

Industry-leading application testing tools are utilized to meet performance thresholds and provide high end-user experiences. By using these tools, we have tested the software beyond typical customer requirements, and have optimized it to ensure stability, optimum performance, unlimited scalability, increased processing speeds, and fastest response times.



*The Optymyze technology is designed with a complete blanket of security that allows access to be managed at both data and role levels—within the application by business users, not by IT personnel.*

### Data Processing

Optymyze technology processes many types and all sizes of input data with ease because it can process hundreds of millions of transactions in any given processing job. In many deployments, the Optymyze system is used to process over 100 GB of input data per job. The process dispatcher component balances the processing load between all deployed process servers. Only one process server is required, but additional servers can be added to shorten overall processing time or to provide redundancy.



## Processing Performance

### The Challenge

In addition to the volume of data and the amount of processing to be completed, business reality forces tight processing time windows on when this processing can occur and how quickly it must be completed. In most modern enterprises, a variety of systems produce the data that must be consumed by the SPM functions.

Each of these systems operates on its own processing time window, producing its output data at its own pace. The beginning of a processing window is typically marked by the collective availability of all the required outputs from these other systems. The other end of the window is fixed by when the processed information must be available. This is often the beginning of the next business day.

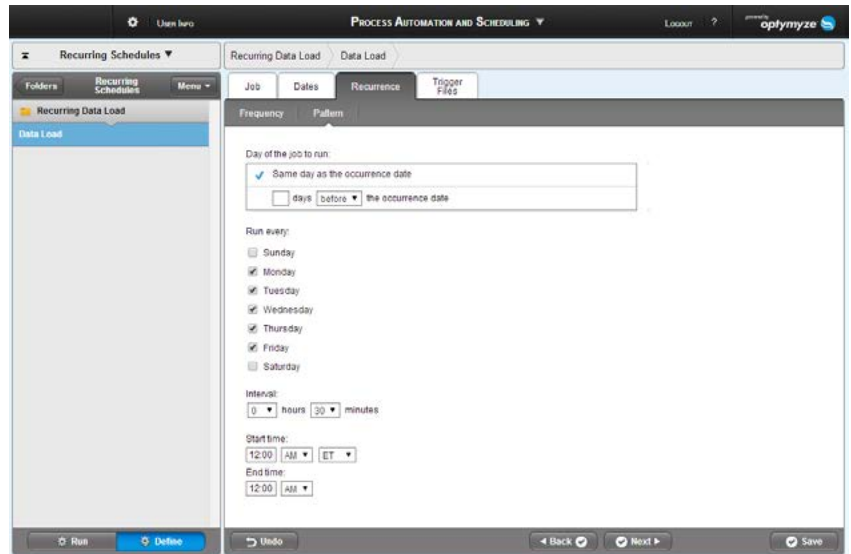
The ability of a solution to process large volumes of data with limited resources is a function of its processing efficiency. To keep within the processing time window as the volume of business data, incentive compensation plans, and reporting and analytics grows, the solution must be highly efficient and scalable. The business penalty for missing the processing time window can be high, especially if the current processing cycle is producing final pay information for the current pay period.

### Traditional Approach

The traditional approach to SPM processing is to sequentially process the data for each entity (e.g., salespeople, customers, agents, products, and territories), which requires processing the entire set of rules and calculations for each individual entity one at a time. Some systems provide multiple entities to be processed in parallel by kicking off processing for different entities in a separate thread for each. Both approaches suffer from scalability issues driven by two main factors:

- high entity counts
- large sales transaction volumes

With small entity counts, say less than 500, and low transaction volumes, say a few million records per year, this approach is generally fine. However, as the number of entities increases,



*Business users, not IT personnel, determine and schedule the processing of various activities to run in an automated manner with status notifications.*

so does the number of threads required to process them in parallel. This means adding significant computing resources or limiting the number of entities that can be calculated at a time to the threads that are available. Unless you're willing to spend hundreds of thousands of dollars on hardware, the typical action is to limit the number of parallel processes. This extends the processing time in direct proportion to the entity count.

The other factor involves large volumes of data. The participant-centric and sequential mode of calculating results calculates everything for each entity, by entity. If your sales transactions number in the tens of millions or hundreds of millions, you are processing the rules and calculations through each of these transactions for each entity. This results in massive numbers of database transactions where each transaction involves a small number of records.

As the sales volume and hence record volume increases, the processing time grows with the number of entities and users. Thus large transaction volumes require significant processing for each entity, placing a heavy load on the database server. Here the scalability possibilities are limited and most department level database servers simply can't handle the transaction volumes that this approach quickly generates very quickly, again significantly extending the processing time.

## Optimize Approach

Optimize technology takes a more holistic approach to processing. Instead of looking at each entity individually, it looks at the overall business process and the entire set of processing that must be completed from start to finish. Then the technology uses a building-block method to factor out the common parts of calculations, which in turn enables large numbers of entities and large volumes of data to be processed significantly more efficiently.

In this approach, through the use of parameter-driven data sets and other internal optimization mechanisms, Optimize technology is able to greatly reduce the number of database transactions needed to process across all entities by combining operations against large numbers of records at a time into a single database operation. In addition to using large transaction sizes, the Optimize platform uses threads external to the database server to perform similar parallel processing on common areas and to also issue parallel database transactions involving larger records counts.

This approach results in huge time savings, especially on the database server, because the server is able to optimize its own processing and input/output operations within each large transaction. It also results in a reduction of database transactions by a factor of 1,000 to as high as 100,000. (The larger the data sets, the higher the factor.) The simple reduction in database transactions translates to a significant reduction in database load.

Whereas the traditional approach may require a database server with eight or more processor sockets and associated costs to complete processing in the same time window, Optimize technology is able to process the largest data sets and largest entity volumes using a single socket database server.

## Architectural Benefits

### Industry Leading Technology

The Java EE platform upon which the Optimize platform is built provides the framework to deliver a high level of performance. The 100% web-based, multi-tiered architecture provides platform portability, reliability, and scalability to a large number of concurrent users.

### Elimination of Custom Code

The architecture is designed to leverage the same code base for all Optimize customers. Powerful built-in tools eliminate the need for custom programming, pre- or post-processing of data, or customer-specific maintenance. With its wide range of integrated features, your data management needs are covered from the initial capture and loading of data and information to the final distribution of clean, highly usable reporting information, all without custom code.

### Breadth of Functionality

The Optimize platform includes everything from built-in data integration, validation, and cleansing to report design, creation, and distribution, plus project, process, and task management. This eliminates the need to buy, learn, and use third-party add-ons, and, in many cases, has reduced the need for ongoing administrative resources by 75 percent and IT resources to nearly zero.

Organized tabs, point-and-click diagrams, wizards, interactive charts, maps, and graphs guide administrators through every step in the process of setting up, maintaining, processing, and reporting sales, sales compensation, and sales performance information.

In addition, the analytical power of Optimize business intelligence products includes location-based analytics to visualize variations in performance across states, counties, territories, zip codes, countries, and other geographies.

### **Common Data Repository**

All functions are tightly integrated using a common data repository to eliminate processing errors, improve user productivity, cut processing times, and automate incentive compensation, sales operations, and performance management processes. The Optimize platform has set new standards for speed—processing data, performing calculations, and producing reports at least twice as fast as other solutions using the same hardware.

### **Flexible Data Management**

The built-in data integration technology eliminates the need to buy, learn, and use third-party data transformation tools. At the core of the software is an extremely flexible data model that allows any data formats and files to be integrated within the system without pre-processing. This eliminates the need to write expensive, labor-intensive custom database code to produce extracts to feed hard-coded data models that exist in other systems and makes it possible for non-IT resources to maintain the system as data needs change.

### **Secure Data Processing**

Enhanced data integration and validation capabilities ensure that you can easily process any data you have, and that it is accurate and secure. In addition, the browser-based user interface enables easy, secure use worldwide—without the need for installed applications or add-ons.

### **Rich User Experience**

Optimize technology provides simplified, yet functionally rich end-user experiences. The user interface leverages browser technologies including AJAX and HTML5 to deliver the intuitive interactivity and fast response times users have come to expect from web-based applications.

### **Ease of Maintenance**

Within a complete blanket of security, Optimize products promote widespread user adoption and are easy to maintain. No specialized technical knowledge is required, which means non-technical people can easily become experts on the software and make changes to data, calculations, reports, or workflows.

### **Unlimited scalability**

With its multi-tiered architecture and object-based logic, the Optimize system can handle any task regardless of the number of data sources, amount of data, variations in performance measures, complexity of rules, or reporting requirements. As needs change over time and you add participants, calculate more frequently, or have more data, you can easily add additional web and application servers or additional processors to existing servers to handle the increased load.

### **Low total cost of ownership**

IT managers have a responsibility to reduce the total cost of ownership of any application. The Optimize platform is built from the ground up both to facilitate easy management and to reduce costs.

We've eliminated the need for custom computer code and have enhanced the platform's flexibility to integrate with your existing systems to enable faster implementation. The familiar, browser-based interface enables non-technical resources to handle much of the maintenance, freeing-up IT staff, and delivering a return on your investment in the first year.

## Summary

The ultimate goal of enterprise software is to facilitate an increase in productivity without diminishing the return on investment by becoming burdensome—and therefore costly—for the IT department.

The Optimize platform supports a powerful and complete set of applications for effectively managing incentive compensation, territories, quotas, big sales data and sales analytics, and other business processes that drive sales and channel performance. The 100% web-based architecture provides the framework to deliver a high level of flexibility and performance along with platform portability, reliability, and scalability to a large number of users with high data volumes, complex sales, and expanding sales operations.

Yet, Optimize technology requires minimal or no IT support for implementation or maintenance. Optimize products benefit IT departments through

- industry-leading technology based on the Java EE platform
- rich user interface offering extreme ease of use
- elimination of custom code
- high scalability
- seamless integration with existing systems

Optimize products make it easy to update information without hiring expensive consultants or using scarce information technology resources, to a degree unmatched in the industry. For this reason and more, the Optimize platform delivers a quick return on your investment.

## Standard Internet Technologies

### AJAX and HTML5

Asynchronous JavaScript and XML (AJAX) and HTML5 are the fundamental presentation technologies used by Optimize technology and your client web browser to render the user interface and facilitate each user's experience. The presentation layer processes running in the application server generate the appropriate response and deliver it to browser screens over a secure connection.

### Application Servers

Application servers run most of the server-side processes of the Optimize platform. These servers receive requests from the web servers to carry out the commands and operations requested by users as they interact with the application.

### HTTPS

All communication between the client browser and the backend server presentation processes is provided by a secure HTTP connection (HTTPS). This secure protocol protects your valuable data and is easily managed by your IT staff to pass through firewalls for users accessing the software outside your local security scope. The login server also uses this secure protocol to provide all authentication, authorization, and single sign-on services.

### Java

Java is the fundamental language of the Java EE platform. Our developers use this language and its supporting libraries to provide a robust, secure, and reliable platform.

### JavaScript

Our developers also use JavaScript, a standard web browser scripting language, to enhance the user experience and add robustness. JavaScript provides advanced presentation capability and helps to ensure that only valid data are transmitted from the web-browser user interface to the backend servers.

### LDAP

The flexible Optimize architecture several mechanisms you may use to provide authentication and authorization of users. One of these mechanisms uses Lightweight Directory Access Protocol (LDAP) to connect to your directory server and authenticate users against your directory.

### Web Servers

A web server is a fundamental part of Optimize, delivering the data stream that renders the user interface.

## About Optimize

Optimize provides enterprise cloud applications for improving sales and channel performance. The Optimize platform includes incentive compensation and sales performance management applications for executing sales and channel strategies; driving desired selling behaviors; enabling people to produce better results; and using business intelligence to analyze and improve performance.