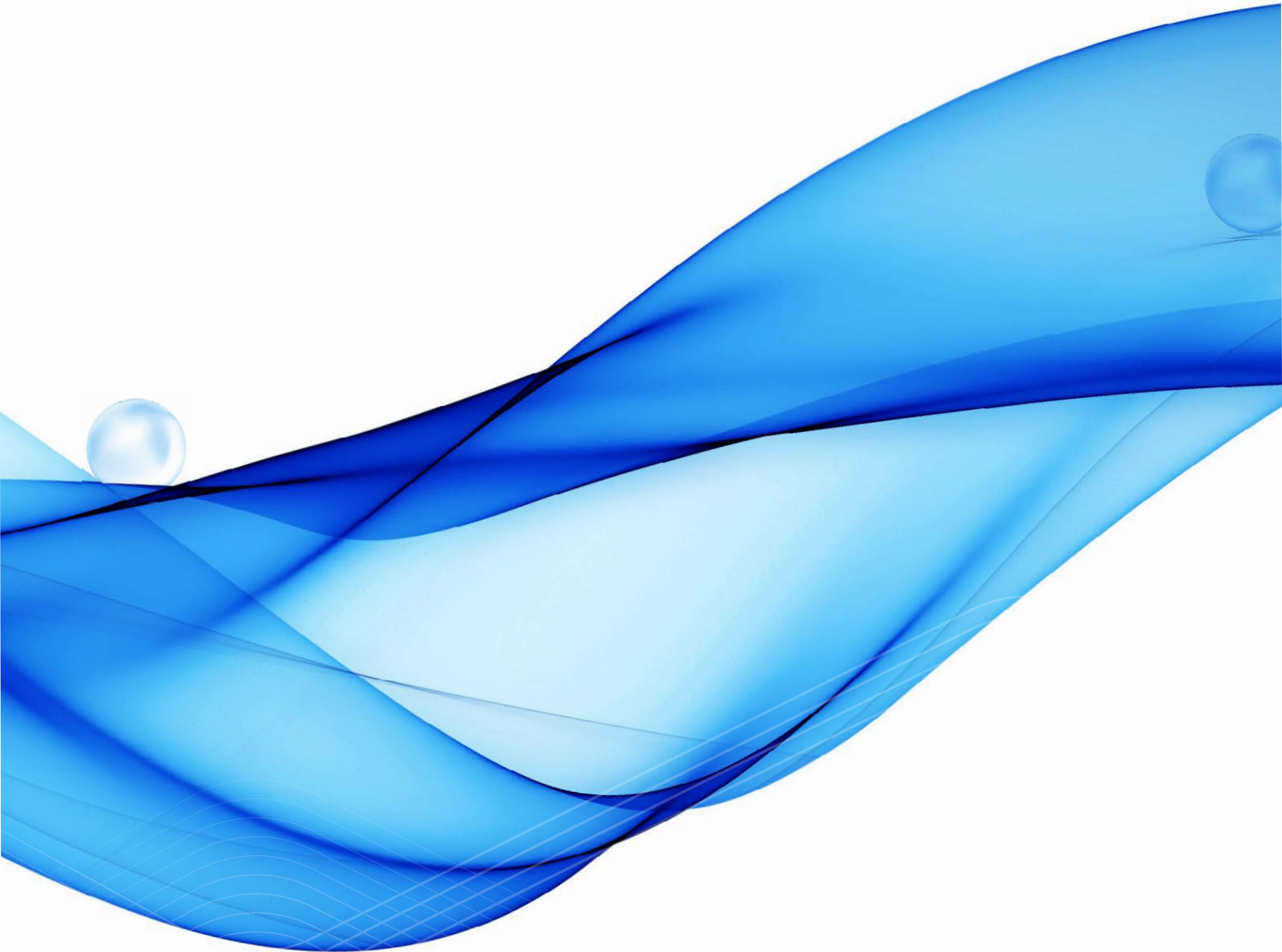


Sales performance management vendor competitive analysis



ARE YOU EVALUATING SPM SOLUTIONS?

Software solutions for improving the operational agility and effectiveness of sales, distribution, and other channel organizations have been around for many years and there are just six companies that are recognized as leaders in this space.

Their products are all mature and can effectively manage incentive compensation plans, quotas, territories, and objectives for most companies so it's often difficult and time consuming for buyers to figure out which one best matches their needs.

Using information obtained from well-respected software analyst firms, Optymyze has – using data and facts, and with a direct and unbiased viewpoint – created competitor analyses that get to the essence of the differences between the vendors. Have a look for yourself – and let us know which ones look like the best fit for your organization:

SPM CORE CAPABILITIES

Sales performance management	Optymyze	Varicent	Oracle	SAP	Anaplan	Xactly
Standard sales comp plans and models						
Standard mobile and analytics user apps						
Standard collaboration and workflow apps						
Rule definitions, crediting, and alignments						
Data source scalability and granularity						
Data load and warehousing extensibility						
Data transformation and process automation						
Creation of additional user applications						
Audit, security, and SOX compliance						
Uses beyond sales comp and sales ops						
	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark

OPTMYZE: SALES OPERATIONS MANAGEMENT

Optmyze has the highest-rated product, and the highest individual scores of all the leaders in a majority of the 10 core capabilities.

- Optmyze is recognized to have the highest-rated SPM solution while also allowing customers to extend the solution with end-to-end data automation and user app development.
- If you are seeking a solution that can expand beyond other typical offerings to solve bigger problems like data management and connected integration without relying on coding or development teams, buy Optmyze.

If any of these core capabilities are important to your business, Optmyze could likely be the right choice for you:

SPM CORE CAPABILITIES

Sales performance management	Optmyze
Standard sales comp plans and models	
Standard mobile and analytics user apps	
Standard collaboration and workflow apps	
Rule definitions, crediting, and alignments	
Data source scalability and granularity	
Data load and warehousing extensibility	
Data transformation and process automation	
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Audit, security, and SOX compliance	
Uses beyond sales comp and sales ops	

Benchmark



The Optmyze SPM applications are easy for business users to administer. Customer references cited its flexibility, simple dashboard building and impressive reporting.

- Leading Analyst Research Firm

“Optmyze’s offering... includes full access to no-code data processing application development capabilities, end-user application development application capabilities, and SPM system and collaboration applications that are seamlessly integrated.”

- Leading Analyst Research Firm

The Optmyze No-Code Unified Platform gives businesses a strategic advantage far beyond the commoditized offerings prevalent in the SPM market.

- Optmyze CEO



ANAPLAN: SALES OPERATIONS MANAGEMENT

Anaplan has a broad array of sales and sales operations applications and has tried to steadily add functions to broaden its use within sales performance.

- If you have experience managing and working with 3rd party implementers of varying degrees of capability and have dedicated staff including a technical architect, Anaplan could be a sound purchase for your organization.
- If your team is already advanced users of Excel and if you don't often submit tickets needing quick resolution or have existing resources that reduce your need for support, buy Anaplan.

Anaplan has the lowest scores in five of the 10 core capabilities. If you need any of these things, Anaplan is not even approximately the right choice for you:

SPM CORE CAPABILITIES

Sales performance management	Anaplan
Standard sales comp plans and models	
Standard mobile and analytics user apps	
Standard collaboration and workflow apps	
Rule definitions, crediting, and alignments	
Data source scalability and granularity	
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Uses beyond sales comp and sales ops	

Benchmark

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Anaplan customer references cited a nonintuitive and dated reporting UX.

- Leading Analyst Research Firm

Anaplan deployments utilize third-party implementers more than 50% of the time.

- Leading Analyst Research Firm

Optimize goes well beyond Anaplan's generic modeling tool, and yet Optimize also does financial, corporate, and workforce performance management.

- Optimize CEO

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ORACLE: SALES OPERATIONS MANAGEMENT

Oracle has a broad array of sales and sales operations applications and has certain applications, like OIC (Oracle incentive compensation) that are in use by many companies.

- Oracle is a sound choice if you are already an Oracle customer and have simple compensation plans that use a low volume of data transactions that are already stored in an Oracle database.
- If your company runs on Oracle, and you have Oracle SQL coders who can manage a data warehouse and do the pre-processing required to integrate non-Oracle data needed for comp, buy Oracle.

Oracle scores the lowest in the key capability of Data load and warehousing extensibility. This ability for non-coders to manage a data warehouse in the cloud with unlimited scalability is a critical sales ops capability. While Oracle has great database software, it doesn't have a no-code data processing platform.

SPM CORE CAPABILITIES

Sales performance management	Oracle
Standard sales comp plans and models	
Standard mobile and analytics user apps	
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Data source scalability and granularity	
Data load and warehousing extensibility	
Data transformation and process automation	
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Audit, security, and SOX compliance	
Uses beyond sales comp and sales ops	

Benchmark



Customer references rated Oracle in the bottom tier for overall ease of use.

- Leading Analyst Research Firm

(Oracle) requires customers to purchase Integration Cloud Service to connect to non-Oracle applications

- Leading Analyst Research Firm

Optimize is built on Oracle, but Oracle's sales, analytics, and other data processing intensive apps could benefit from being built on top of Optimize.

- Optimize CEO



SAP: SALES OPERATIONS MANAGEMENT

SAP (through its acquisition of Callidus Software) delivers their sales operations product as a set of separate modules for commissions, territories, and quotas with a few capabilities comparable to other vendors.

For mid-market companies that are existing SAP customers or that anticipate using SAP products as the source of data for commission calculations, it might be best to buy SAP Sales Cloud as an add on.

- However, if the data needed for commissions is a high volume (millions of records) or if the data needed comes from numerous data sources, data pre-processing will likely need to be done outside of SAP.
- If you have calculation rules that are simple to moderate in complexity and all of your data is from a single data source of small to moderate size, consider buying SAP.

SAP scores are among the lowest relative to the leaders in the sales performance management space—in some of the core capabilities, so pay extra attention to these critical functions:

SPM CORE CAPABILITIES

Sales performance management	SAP
Standard sales comp plans and models	
Standard mobile and analytics user apps	
Standard collaboration and workflow apps	
Rule definitions, crediting, and alignments	
Data source scalability and granularity	
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Data transformation and process automation	
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Uses beyond sales comp and sales ops	

Benchmark



Customer references mentioned issues with some partner-led deployments, saying that they needed to bring SAP resources in to fix or restart...

- Leading Analyst Research Firm

SAP has one of the highest list prices for its SPM bundle of all vendors...

- Leading Analyst Research Firm

Optimize’s perfect score in Data Transformation and Process Automation is in stark contrast to SAP’s very low ranking among leaders in this category

- Optimize CEO



XACTLY: SALES OPERATIONS MANAGEMENT

Xactly has the lowest-rated product, and the lowest individual scores of all the leaders in six of 10 core capabilities.

- Xactly is great if you have simple data, simple comp plans, and simple needs. If you just want a “comp calculator” for a low price, buy Xactly.
- If you are seriously considering Xactly or issuing an RFP as if you are buying a “commodity”, buy Xactly.

If you need a solution with any of these core capabilities, Xactly is not even approximately the right choice for you:

SPM CORE CAPABILITIES

Sales performance management	Xactly
Standard sales comp plans and models	
Standard mobile and analytics user apps	
Standard collaboration and workflow apps	
Rule definitions, crediting, and alignments	
Data source scalability and granularity	
Data load and warehousing extensibility	
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Benchmark



Xactly customer references cited issues with hierarchy and credit assignment complexity.

- Leading Analyst Research Firm

Xactly neither offers any vertical-specific products... nor an open application marketplace.

- Leading Analyst Research Firm

If you think Xactly and Optimize are competitors, you have no idea what you are buying.

- Optimize CEO



VARICENT: SALES OPERATIONS MANAGEMENT

Varicent has a broad array of sales and sales operations applications, but having recently divested from IBM, Varicent applications are in use by many companies.

- Varicent is a great option if you are seeking advanced machine learning functionality but do not require advanced audit trail capabilities, or if compliance reporting requirements are not a vital aspect of your business.
- If you are an organization with minimal existing systems like ERP, HRIS, or CRM which would need to seamlessly integrate with your sales operations solution, Varicent is a wise choice to buy.

Varicent scores no higher than average in each of these core capabilities. If you need any of these things, Varicent is not even approximately the right choice for you:

SPM CORE CAPABILITIES

Sales performance management	Varicent
Standard sales comp plans and models	
Standard mobile and analytics user apps	
Standard collaboration and workflow apps	
Rule definitions, crediting, and alignments	
Data source scalability and granularity	
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Uses beyond sales comp and sales ops	

Benchmark



Some (Varicent) customer references stated that complex workflows are difficult to create and manage.

- Leading Analyst Research Firm

(Varicent) customer references reported that using the native report writer is too difficult for a business user.

- Leading Analyst Research Firm

Varicent's inability to process data rapidly and accurately (without the need for IT or coding) will hamper many sales operations functions.

- Optimize CEO



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Optimize provides a unified, no-code platform as a service for data, analytic, planning, and business process automation.

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