



## Helping SPM Customers Achieve an Average Return on Their Callidus Investment of Millions of Dollars over Three Years

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### BENEFITS

- Accelerated integration contributed to three financial services companies achieving payback on SPM investment in 6.1 months
- Achieved complete payback on SPM investment in 5.9 months, together with a 3,316% ROI by end of second year
- Enabled reuse of definitions across platforms and projects, eliminating recoding
- Streamlined sales cycle

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Your business is ‘flying blind’ when it comes to knowing whether your sales incentive strategy is effective. Existing incentive plans are too complex to change, making it impossible to create plans that reflected the desired sales mix strategy. The result is a sales environment that lacks credibility in management, transparency, and ultimately, motivating the sales team. Then you discover Callidus Software Sales Performance Management (SPM) solutions, which automate the processes critical to the achievement of revenue objectives, including incentive management, monitoring, and analysis.

Better than that, Callidus recommends Informatica as its data integration provider of choice. That means you can quickly draw together the information needed to manage sales performance and achieve a time to value measured in a few months. Plus, you join an elite band of Callidus customers—each of which has achieved an average return on their Callidus investment of millions of dollars over three years.

## BUSINESS INITIATIVES

- Reduce time-to-market for Sales Performance Management (SPM) solutions
- Reduce the cost of customer implementations
- Help end-user SPM customers improve decision-making

## TECHNOLOGY STRATEGY

- Deploy single, unified data integration platform based on Informatica PowerCenter

## NUTS AND BOLTS

- Data Integration: Informatica PowerCenter
- Sources: Variety of structured, semi-structured, and complex-structured formats as determined by customers
- Target: Financial Services, Telco, High Tech, Pharma, Healthcare, Manufacturing & Distribution, Retail

## Callidus Software: Leading SPM Provider

Driving profitable sales is top of mind for almost every executive. However, sales leaders face the challenge of increasing sales effectiveness to coax greater revenue from their sales forces—and until now that's largely been treated more like an art, instead of a science. Among the challenges they face is the need to plan and model effectively, align sales with corporate initiatives, and analyze sales performance while making mid-course corrections. This is where Callidus Software comes in. With revenues of more than \$100 million and 150 satisfied customers worldwide, the firm is the leading provider of Sales Performance Management (SPM) software and services. Using SPM, organizations can effectively manage their sales operations and incentive programs, addressing issues such as sales disputes, sales plan effectiveness, costly overpayments, and the costs of managing sales incentive programs.

Callidus' relationship with Informatica reaches back to 1999, when the SPM provider began looking for a company to help integrate customer data into the Callidus Sales Performance Management solutions suite. Steve Apfelberg is the SVP of Product Marketing and Business Development at Callidus Software and for him, the reasons for choosing Informatica are as relevant today as they were all those years ago. "Back then, we saw Informatica as a real visionary in data integration," he explains. "The value of the Callidus SPM solutions relies on access to reliable, accessible, and useable data. Informatica handles that critical step and reduces the risk that unreliable or inaccessible data will hinder the success of the project. This gives Callidus a competitive advantage with a data integration and data quality product we can build once and deploy in any customer environment."

## Trusted, Timely Sales Data Meets the Sales Performance and Analytical Needs of the Business

Today, Informatica is the underlying integration foundation for more than three-quarters of Callidus' customers. Informatica® PowerCenter® provides a single, unified data integration platform to access, discover, and integrate customers' sales data from whichever business system the Callidus customer is using—whether it's a DB2 mainframe platform, an Oracle database, or from PeopleSoft. The result is trusted, timely sales data being made available in batch mode—or on demand—to meet the sales performance and analytical needs of the business.

Specifically, Callidus is using Informatica PowerCenter on two levels. First, to provide a data access and data transformation layer, delivering end-user client data to both the Callidus core SPM platform and Callidus' analytic offering. Second, to populate the Callidus data mart and load data from external applications into the Callidus TrueComp suite, which incorporates the functionality customers need to optimize their sales territories, align quotas, and fine-tune incentive programs.

"A significant percentage of every Callidus SPM deployment is data integration," says Steve Apfelberg. "Without Informatica, we would have to develop our own integration solution; and that would take too long and would place unsustainable pressure on our resources. Through its OEM partnership with Informatica, Callidus has a reliable, metadata-based solution that enables reusability, allowing us to prepackage mappings and transformations unique to each customer solution."

So how does PowerCenter help Callidus shrink the time to market for SPM deployments? The powerful integration solution enables the development teams as well as cross-functional IT and business analyst teams to work more productively together and improve collaboration. The solution enables them to reuse definitions across platforms and projects, eliminating the need for recoding. Simultaneously, robust visual tools manage development and administration; while team-based deployments can be automated across environments, locations, and teams.

## Informatica Reduces the Time Required to Install SPM Solutions and Increases ROI

The advantages of partnering with Informatica are most apparent when it comes to reducing the time required to install SPM solutions and increasing return on investment (ROI). For example, research conducted by Callidus shows that the average enterprise customer ROI for the company's SPM solutions is \$25,877,000 over three years, the payback horizon is 8.6 months, and the average annual additional selling days that SPM recoups is 13,219.

One telecommunications customer using the Callidus TrueComp solution to manage their incentive compensation operations achieved complete payback on its SPM investment in as little as 5.9 months. The customer achieved a 103 percent and 3,316 percent ROI by the end of the first and second year after deployment, respectively. This ROI was achieved through increased revenues and reduced incentive management administration costs.

In other research, three financial services companies that implemented TrueComp achieved payback in as little as 6.1 months. They each achieved this largely as a result of revenue growth: business was closed that would not have occurred; there was a faster time to market with incentives to promote new products and services; and the customers had additional focused selling time among the sales force.

"Results like these could never be achieved without Informatica," Steve Apfelberg explains. "PowerCenter removes the risk of time-consuming and error-prone hand-coded data migration, allowing our customers to quickly and effectively manage the entire spectrum of employee and channel partner sales and incentive performance processes."

For Callidus, it's just as important to have a reliable, trusted OEM partner as it is to have a partner with a world-class integration toolset. "When we tell our customers we're using Informatica as the engine for data integration, they're really pleased. By announcing Callidus has the backing and support of a recognized best of breed vendor, it makes the SPM sales cycle significantly easier and faster. And because Informatica is neutral, there is no platform bias—customers respect that independence."

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## LEARN MORE

Learn more about Informatica PowerCenter and the entire Informatica data integration platform. Visit us at [www.informatica.com](http://www.informatica.com) or call 800.653.3871 to learn more.

## ABOUT INFORMATICA

Informatica enables organizations to gain a competitive advantage in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.



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