



# CASE STUDY MEDICAL DEVICES

Incentive Compensation management  
Territory & Quota Planning



## CLIENT OVERVIEW

A renowned global leader in medical device manufacturing, specializing in various healthcare solutions. This company is recognized for its innovative approach and commitment to enhancing patient care through advanced medical technologies.

With a multi-billion dollar market share and five distinct business units operating across the globe, they face the constant challenge of maintaining operational efficiency and agility in a highly competitive market.





# PROBLEM STATEMENT

Despite their considerable success, our client encountered substantial challenges in aligning sales compensation data and incentive structures. The previous system was not equipped to handle the complexity and scale required for efficient data management across multiple business units. As a result, the data was fragmented, and processes were inconsistent, particularly in sales compensation and territory management.

This led to inefficiencies, inaccuracies, and delays that had a critical impact on essential functions such as the creation of compensation plans, the alignment of sales territories, and the setting of quotas. The lack of coherence in these critical areas not only hindered operational efficiency but also compromised the accuracy and timeliness of sales compensation and quota planning.

# CHALLENGES & OBJECTIVES

## Key Challenges

- **Data Silos:** Sales compensation data resided in isolated systems, hindering visibility and analysis across business units.
- **Inconsistent Processes:** Each business unit operated with unique compensation plans and territory management methods, leading to confusion and complexity.
- **Manual Workload:** Labor-intensive processes for plan development, quota setting, and reporting consumed valuable time and resources.
- **Limited Agility:** Slow and cumbersome processes impeded timely adjustments to compensation plans and territory assignments.

## Client Objectives

- **Centralize and standardize data:** Create a single, unified data source for all sales compensation information across all business units.
- **Streamline and unify processes:** Implement consistent compensation models and territory management methodologies across the organization.
- **Automate workflows:** Reduce manual efforts by automating key tasks like plan creation, reporting, and quota setting.
- **Increase visibility and transparency:** Enhance accessibility and understanding of compensation plans and territory assignments for managers and sales reps.



## SOLUTION IMPLEMENTED

- **Sales Compensation Data Hub Creation:** Designed and implemented a Sales Compensation Data Hub using Anaplan to manage data sources and metadata across all business units, ensuring consistency for the sales compensation center of excellence.
- **Development of Incentive Compensation Models:** Developed Incentive Compensation models for four business units utilizing best practice methodologies. This allowed for easy updates to plans, the generation of compensation statements, and provided sales reps with necessary access.
- **Advanced Territory and Quota Setting Models:** Built Territory and Quota Setting models for two business units using Anaplan. This streamlined the account alignment process, improved accuracy, and enabled flexible data validation/visualization, along with automated quota aggregation.
- **Integration and Scalability:** A key aspect of the solution was its integration capability, ensuring that all models and systems worked in synergy, providing a cohesive and scalable framework. This allowed for future expansions and adjustments without disrupting the existing ecosystem, making the solution not just a fix for current challenges but a platform for future growth and adaptation.





## VALUE REALIZED

- **Enhanced Data Management and Consistency:** The Sales Compensation Data Hub created a centralized system for managing sales compensation data across all five business units. This not only brought consistency in handling sales-related data but also reduced discrepancies and errors that were prevalent in the earlier fragmented system.
- **Improved Compensation Plan Efficiency:** The newly developed Incentive Compensation models allowed for more efficient management of compensation plans. This system provided the flexibility to quickly and easily update plans as per changing business needs, ensuring that compensation strategies remained aligned with company objectives.
- **Streamlined Territory and Quota Management:** The Territory and Quota Setting models introduced a more streamlined process for aligning sales territories and setting quotas. This not only improved the accuracy of quota assignments but also allowed for a more strategic and data-driven approach to territory alignment, leading to optimized sales efforts and coverage.



## VALUE REALIZED

- **Time and Resource Efficiency:** The automation and improved processes significantly reduced the time and resources previously required for managing sales data, compensation plans, and quota settings. This efficiency freed up valuable resources that could be redirected towards more strategic initiatives and core business activities.
- **Reduced Errors and Compliance Risks:** The streamlined and standardized processes reduced the risk of errors and non-compliance in compensation and quota management, which are critical areas of regulatory concern, especially in the medical device industry.
- **Enhanced Forecasting and Planning:** With improved data management and analysis capabilities, the company could forecast sales trends more accurately, aiding in better strategic planning and market positioning.
- **Overall Organizational Impact:** Collectively, these improvements contributed to a more efficient, transparent, and motivated sales environment, which ultimately had a positive impact on the organization's bottom line and market reputation.

# SUMMARY

The implementation of Anaplan for Data Hub, Incentive Compensation Management, and Territory & Quota Planning has profoundly transformed the client's approach to sales data management.

The solutions provided a unified, efficient, and flexible platform, addressing key challenges and aligning with the client's strategic objectives.

This resulted in enhanced operational efficiency, accuracy in compensation and quota planning, and improved satisfaction among sales representatives, ultimately contributing to the client's continued leadership in the medical device sector.

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