BLUE HORIZONS



BLUE NORTH™ CASE STUDY

Streamlining Compensation Operations

Challenge

The client's sales compensation administrators relied on a mix of internal systems and spreadsheets to manually compute payouts, resulting in an exceptionally labor-intensive process. This approach not only led to payment inaccuracies but also created a lack of visibility into the calculation process.

Engagement

Blue Horizons Group leveraged the proprietary **Blue Accelerate**™ solution to significantly expedite the implementation of the Varicent ICM platform. By employing prebuilt ICM components, pre-tested APIs, and streamlined processes, the BHG team successfully delivered a highly customized ICM model tailored to the client's business needs, with scalability for the future.

Outcomes

BHG surpassed their commitment to a successful ICM system implementation, delivering the following:

- **Customized ICM model in 8 weeks**
- **Increased payout accuracy**
- **Automated manual processes**
- **Elimination of 'Shadow Accounting' process**

Infinity Sales Group (ISG), a digital acquisition and performance-marketing company, experienced substantial growth during the 2022-2023 period. Anticipating an expansion of their current sales force from 800 to 1000 within a year, responsible for selling over 20 product lines in telecom, tech, security, entertainment, and more, the client recognized the need to modernize and streamline their outdated sales compensation reporting and payout process.

CHALLENGE

As it stood, sales compensation administrators used a combination of internal systems and spreadsheets to manually calculate payouts in an extremely labor-intensive process. This process led to:

Payment calculation errors

Lack of timely visibility into payout information

Increased payment inquiries and corrections

With only days to correct any miscalculations and address complaints, the sales process would come to a halt as admins worked non-stop to fix issues and sales members awaited proper payment. This created massive financial risk for the company, as well as negatively impacting sales and team morale.

OUR DIFFERENTIATED SOLUTION

There was a critical need to bring efficiency and provide pertinent information at the fingertips of their stakeholders. To address these concerns, ISG Partnered with BHG to implement Varicent - a leading cloud based, flexible, and scalable ICM platform to optimize, streamline and automate their comp processes.

BHG clearly differentiated itself from other service providers in the market by providing a groundbreaking and revolutionary approach to ICM system implementations. This proprietary solution – **Blue Accelerate**™ - expedited the implementation cycle by leveraging prebuilt ICM components, integrating directly with APIs, and incorporating pre-tested processes.

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Using **Blue Accelerate**™, the BHG team was able to deliver a highly customized ICM model customized to the client's requirements with the ability to scale in the future. Some examples of implementation efficiencies are:

Table structures were auto created based on their requirements in just **5 minutes**, a process that would have taken a full day if done manually.

Blue Accelerate™ also helped re-create tables with dependent calculations quickly, saving **1.5 days of work** per calculation.

With the elimination of labor-intensive tasks within the implementation process, our domain experts could focus on developing a high-quality end user experience for comp and sales teams. Upon completion, BHG fully automated the calculation process that minimized payment inaccuracies and provided self-service reports and dashboards to view payout information in real time.

OUTCOMES

Blue Horizons Group exceeded their commitment to a successful ICM system implementation by producing the following results:



RAPID IMPLEMENTATION

- BHG delivered a customized ICM model in just 8 weeks.

DECREASED FINANCIAL RISK

- Drastically increased payout accuracy

INCREASED EFFICIENCY

- Automated processes optimized administrators' time.
- Eliminated the need for shadow accounting.

INCREASED TEAM ENGAGEMENT AND TRUST

- Increased confidence in incentive plan payout process.
- Reduced stress for comp admin team.

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In Summary

In collaboration with Blue Horizons Group (BHG), ISG implemented the Varicent ICM solution, leveraging BHG's revolutionary Blue Accelerate™ methodology. This resulted in a highly customized, scalable ICM model delivered in just 8 weeks, streamlining processes, optimizing efficiency, and significantly boosting team confidence and trust in the incentive plan payout processes. The successful implementation exceeded commitments, reducing financial risk, increasing operational efficiency, and establishing BHG as a reliable long-term partner for ISG's SPM needs.

