BLUEHORIZONS



BLUE ACCELERATE™ CASE STUDY

# Fast, Flexible Implementation

## Challenge

Pella was transitioning from commissions-based plans to incentives-based plans for their 1,800 person sales force which were previously being managed on spreadsheets. They required an efficient, accurate, and scalable platform to manage these new complex incentive plans that also provided insight into sales team's performance against the incentives.

## Engagement

In 2022, Pella engaged Blue Horizons Group (BHG) to implement their new incentives program into a modern, flexible, and scalable ICM platform. BHG utilized our proprietary **Blue Accelerate™** solution to rapidly implement the ICM platform tailored specifically for Pella's unique needs.

## Outcome

Using the **Blue Accelerate™** solution, the team benefited by

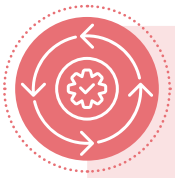
**saving an average of 1.5-2 days of effort per component built.**

Pella is a designer and manufacturer of windows for commercial and residential properties with a workforce of 10,000 employees and a yearly revenue of $2.1 billion. Pella's sales force includes 1,800 employees that were originally paid on commissions-based plans. Pella needed to transition these to two complex incentives-based plans for two different lines of business. Pella originally used spreadsheets to manage commissions, however the new incentives-based plans would be highly cumbersome, time consuming, and error prone if managed in spreadsheets. Additionally, the spreadsheets did not give them a way to track their sales team's performance against the incentives, making it difficult to determine the effectiveness of the current compensation plans.

# OUR APPROACH

In 2022, Pella engaged Blue Horizons Group (BHG) to implement their new incentives program into a modern, flexible, and scalable ICM platform. BHG utilized our proprietary **Blue Accelerate**™ solution to rapidly implement the ICM platform tailored specifically for Pella's unique needs.

**Blue Accelerate**™ utilizes a library pre-built components that dramatically speed up the set-up phases of ICM software. The BHG team was able to rapidly create requirement specific tables with dependent calculations, build Payee Hierarchy calculations, and create a pipeline model for forecasted sales.



### STREAMLINED INQUIRY PROCESS

The BHG team created Two-Workflow Inquiry tools that provided the incentives information at the fingertips of their payees and injected efficiency into the Inquiry business processes.



### CREATED REPORTING INFRASTRUCTURE

Blue Horizons Group also developed an easy to use and intuitive reporting infrastructure to create transparency for incentive payouts. Using these reports, individuals could track their performance against the incentive plans as well as the managers could gain insight into their teams' overall performance.



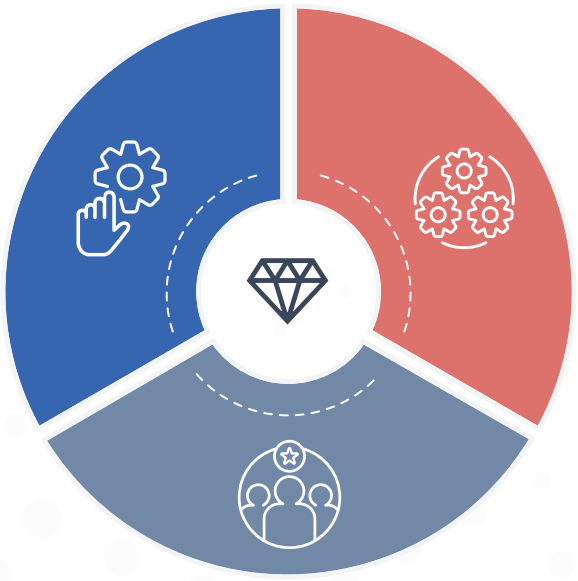
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### DEVELOPED 'WHAT IF' CALCULATORS

Taking innovation a step further, BHG has introduced a game-changing 'What If' calculator tailored specifically for their sales teams. This sophisticated tool allows sales professionals to forecast their potential earnings based on future sales scenarios. The result? A substantial spike in sales team engagement and performance as they now have a clearer picture of their earning potential, motivating them to excel.

# OUTCOMES

Blue Horizons Group's solutions were able to:



### RAPID ICM IMPLEMENTATION

The Blue Accelerate™ solution saved the team an average of **1.5 - 2 days** of effort per component built.

### INCREASED EFFICIENCY

Optimized the inquiry process through automation and created visibility into payout information.

### GREATER TRANSPARENCY

'What-If' calculator gave the team visibility into their potential incentive earnings and reports enabled performance tracking.

> ***Blue Horizons Group was a great consultant and implementation partner, delivering on-time results while demonstrating adaptability, expertise, and integrity.***
>
> – Derek Vander Ark, Sales Enablement Manager, Pella



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# In Summary

Pella and Blue Horizons Group worked together to overcome the obstacles of commission-based models and introduce new incentive structures. This collaboration not only addressed current challenges but also improved Pella's operations, performance, and engagement. BHG's proprietary **Blue Accelerate**™ solution was able to rapidly deliver an ICM solution tailored to Pella's needs. BHG's partnership showcases the power of modern solutions in managing incentives.

