

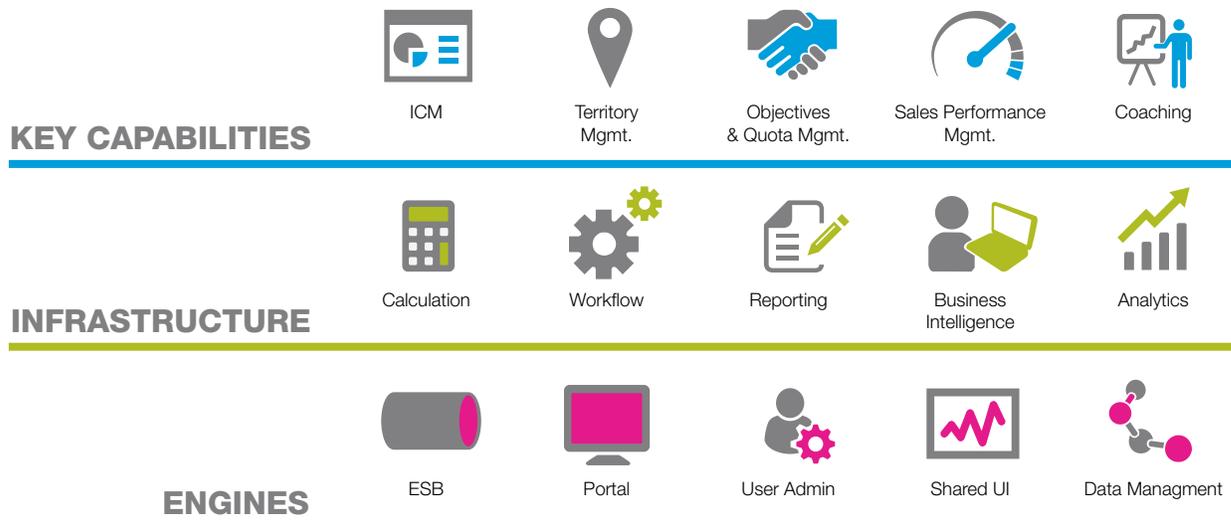
NICE SALES PERFORMANCE MANAGEMENT (SPM)

Optimized Incentive Compensation for the
Largest Sales Volumes

IMPROVING SALES: MOTIVATION AND OPERATION

Your sales results are heavily dependent on two primary factors – sales reps' motivation and operational efficiency. They are actually two sides of the same coin, with efficient operations contributing to sales representatives' motivation, and increased motivation inspiring operational efficiency.

The NICE Sales Performance Management (SPM) solution addresses both aspects of organizational success. It brings together a comprehensive set of tools suitable for enterprises with the largest sales volumes and the most complex incentive plans. With NICE SPM, you can build, communicate and approve sophisticated compensation plans for the greatest number of payees, manage sales territories and quotas, coach sales reps and analyze performance.



These tools, accessible from any digital platform, static or mobile, are tailored for compensation administrators and analysts, sales executives, and frontline representatives. With NICE in-depth analytics, the SPM interactive dashboards and multiple reports provide actionable information that can help you optimize your sales and compensation policies.

The NICE SPM solution, deployed on-premises or in the cloud, facilitates flexible incentives planning, automates time-consuming sales operation processes, and is unmatched in scalability. Given these capabilities, many of the world's most successful brands have selected NICE to provide their sales performance management solution.

CONFIDENCE IN COMPENSATION

With the NICE Incentive Compensation Management (ICM) module, you can consistently and effectively control every aspect of your sales incentive compensation plans, no matter how complex. Using advanced automation and intuitive modeling, NICE ICM reduces payment errors, saves time and optimizes sales performance, which, in turn, motivates your sales staff to even greater achievement.

IT-free compensation plan creation

For large-scale companies, incentive plans and sales crediting can be quite complex. There can be a seemingly endless set of inputs and parameters, complex crediting chains, returns, callbacks, as well as large transaction volumes. However, with NICE SPM, creating, consolidating or updating these plans need not be a time-consuming task, relegated to your IT team.

NICE ICM, robust enough for large multinational corporations, provides your administrative team the flexibility to accommodate variable compensation and the simplicity to facilitate easy updating.

- Import data using built-in ETL tools
- Model plans with visual tools
- Use Excel-like compensation calculators
- Apply role-based personalization
- Design interactive pages with graphical layout tools

You can roll out new compensation plans – no matter how complex - in days, rather than months, and dramatically cut your administration and IT costs.

Territory and quota management

NICE ICM lets you create your own sophisticated quota and territory models:

- Define and set quotas according to any parameter (e.g., product, region, customer).
- Define territories as needed and link them to compensation credits, creating an automatic relationship between a transaction and the appropriate territory.
- Assess the impact of any changes to quotas and territories ahead of time with virtual simulations, based on large-scale historical data.
- Utilize top-down and/or bottom-up territory and quota management methodologies.

WITH NICE SPM SALES GROUPS CAN:

- Plan and manage the most complex compensation programs.
- Automate manual sales operation processes, such as quota acceptance and dispute resolution.
- Transform sales performance data into actionable insights with NICE real-time analytics.
- Manage all compensation aspects and processes independently, in one unified platform.

Solution Benefits

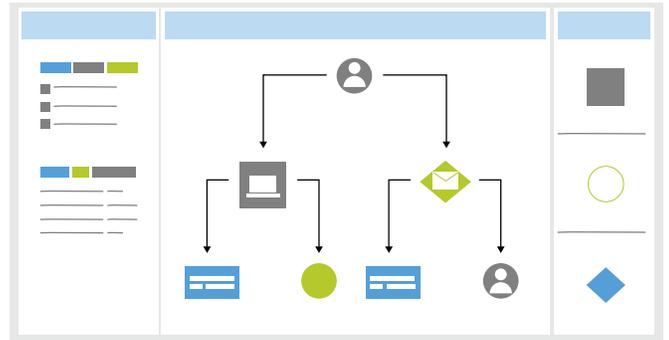
- Improve payment accuracy. Reduce payment errors with optimized incentive plans.
- Increase efficiency. Automate manual sales operation and launch compensation plans faster.
- Ensure regulatory compliance. Track every transaction and communication, with a full audit trail.
- Enhance visibility and trust. Deliver timely compensation statements to sales reps and arm executives with insight into real-time sales performance data.

Automate sales operation processes

NICE ICM uses built-in customizable workflows that automate manual sales operation processes, improving efficiency, speed, and manageability.

- Compensation plan acceptance
- Quota and objectives management
- Dispute resolution
- Payroll processing
- Contract updating

Sales reps can file disputes or sign contracts directly from their mobile devices, sending the data automatically to the back office. Compensation inquiries are also handled swiftly, with any question submitted from a payee's device sent directly to the relevant manager or compensation team.



ENGAGED SALES REPS SELL BETTER

Sales representatives are most motivated when they have visibility into their performance and control over their compensation. NICE SPM supports the adoption of mobile technology for sales teams, making it easy for each rep and manager to view, in real time and from anywhere:

- Up-to-date compensation and commission statements.
- Quota attainment.
- Team performance rankings.
- Compensation dispute tracking.

Reduce shadow accounting and increase transparency with NICE SPM web and mobile reports, creating the real-time engagement that sales reps need.



Sales Representatives Ask: 'What If?'

NICE SPM's "What-if" simulator inspires performance by providing sales agents a window into their projected earnings based on their current opportunities. The "What if" calculations take into account the individual agent's attainments to date, as well as other factors that might affect the commission, with results delivered directly in a fraction of a second.

REAL-TIME SCALABILITY

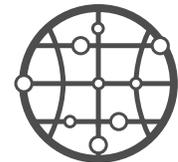
NICE SPM can process millions of transactions, efficiently and effectively managing sales reporting and incentive compensation calculations at unprecedented speeds. This enables in-day calculations and same-day reporting to global payee communities, inspiring their confidence in the system.

Go Faster, Do Less

Using in-memory computing, the NICE SPM calculation engine can process over 140 million transactions (including loading, crediting and calculation) in less than three hours. How?

- **Big Data grid processing** breaks down the calculation process into streamed and limited batches of transactions. Processing is accomplished in discrete queued calculation jobs, all of which are performed in memory.
- **Incremental recalculation** minimizes processing time by only recalculating those records that are actually impacted by changes, rather than recalculating all records every time a change of any kind is registered.

You can roll out new compensation plans – no matter how complex - in days, rather than months, and dramatically cut your administration and IT costs.



**140 MILLION
TRANSACTIONS
< 3 HOURS**

Performance Analytics: Knowing What to Look For

NICE SPM uses personalized dashboards and visualizations to provide your entire team - compensation analysts, planners, sales executives, and sales reps – with powerful sales performance analytics.

With near real-time data available through web portals and mobile devices, you can analyze sales performance, validate commission spend and payout accuracy, evaluate plan effectiveness, and track selling behavior and improvements. Sales managers can view team and individual performance data, such as the top ten customers of a particular agent or regional team rankings during high-volume periods.

A	B	C	D
Calculation Name	Calculation Cycles	Calculation Type	Presentation
Jan QHBC	QHBC	QHBC	QHBC
Feb QHBC	QHBC	QHBC	QHBC
Mar 0.70	0.70	0.70	0.70
Apr 0.70	0.70	0.70	0.70

Real-time Insight

For compensation analysts and administrators, NICE SPM provides ad-hoc query and analytics capabilities like:

- Verifying payments and credit splits.
- Creating SPIFF reports.
- Auditing employee compensation.
- And more.

Sales Talent Management

Providing sales reps with targeted coaching lets you significantly improve quota attainment. NICE SPM lets you avoid the common pitfall of “one size fits all” training approach.

Sales managers benefit from the enhanced visibility into individual sales rep performance provided by NICE SPM. With detailed data about agent strengths and weaknesses, managers can initiate coaching on an individual basis and promote step-by-step, measurable improvements in performance. They can:

- Schedule coaching sessions with each sales rep
- Define individual or team tasks
- Provide immediate feedback
- Analyze coaching results

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ABOUT NICE SYSTEMS.

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time

Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security

NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. www.nice.com

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