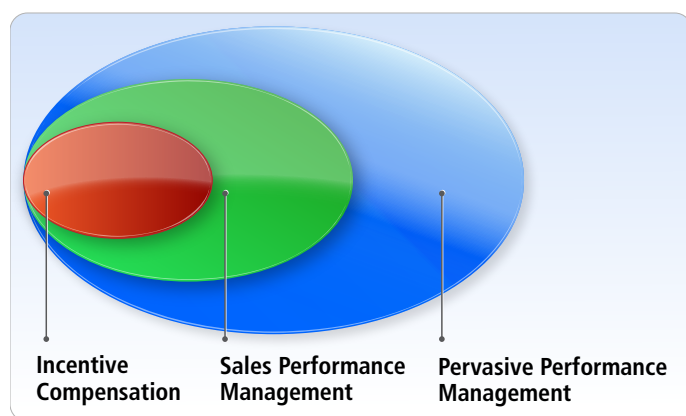




Overview

Founded in 1996, Callidus Software (NASDAQ: CALD) is the market and technology leader in Sales Performance Management (SPM) solutions, services, and best practices. SPM is the combination of business processes that automate and integrate functions between sales and finance for planning, designing, allocating, and managing sales territories, quotas, incentive compensation plans and other complementary disciplines. When executed correctly, SPM helps SMBs to large enterprises drive continuous improvements in revenue, margin and sales execution.

Today, Callidus is taking SPM to the next level with its Callidus Pervasive Performance Suite. Built on a 100% multi-tenant, Software-as-a-Service platform, Callidus Pervasive Performance Suite enables organizations of all sizes to deploy pay-for-performance initiatives to every employee, in every department with any class of incentive. Over 2 million payees, at more than 165 customers in 121 countries worldwide utilize Callidus solutions.



Callidus is taking incentive compensation and Sales Performance Management to the next level with Pervasive Performance Management.

Business Benefits

A comprehensive approach to pervasive performance is one of the key levers companies can use to drive revenue, align sales behaviors to corporate objectives, outmaneuver the competition, and realize the following business benefits:

- **Increase visibility.** Employees have visibility into where they stand on sales compensation, while management has visibility into compensation exposure and a strategic understanding of how to align resources to drive profitability.
- **Gain competitive advantage.** Companies can more readily react to fast-moving market conditions than competitors, who still labor under spreadsheet-based or homegrown solutions.
- **Create a pay-for-performance culture.** Wherever variable compensation comes into play – sales, call centers, marketing, and support – pervasive performance can be extended to every employee, in every department with any class of incentive.
- **Improve flexibility.** With a pervasive performance approach in place, companies are able to quickly review and change compensation payments and programs to ensure that they are receiving maximum value.
- **Increase productivity.** Companies can put in place more effective incentive compensation programs, provide employees with visibility into compensation, and make mid-course corrections as necessary.

- **Ensure regulatory compliance.** Automated SPM from Callidus provides full auditing that helps ensure that public companies are complying with Sarbanes-Oxley requirements.
- **Build trust and confidence.** Sales and finance can align to drive company objectives. Sales reps are more motivated knowing that they are paid correctly.

Why Callidus Software?

Following are some of the major reasons why companies are increasingly turning to Callidus Software solutions, best practices and services:

- **Domain expertise.** Callidus possesses unmatched sales compensation management and SPM intellectual capital and domain experience.
- **Best practices.** Callidus has been responsible for managing billions of dollars of compensation and thousands of compensation plans throughout its history. This experience has resulted in the creation of a set of best practices that are unrivalled in the industry.
- **SPM leadership.** Since its inception, Callidus has always been at the forefront of defining—and extending—the SPM category with new solutions, services, and best practices.
- **Holistic approach.** Callidus takes a holistic approach to SPM, thereby eliminating the need for customers to juggle different point solutions from multiple vendors.
- **Industry recognition.** Callidus Software is the 2008 recipient of the highest “Positive” rating from Gartner, as evidenced in their “MarketScope for Sales Incentive Compensation Management Software” and “MarketScope for Insurance Incentive Compensation Management.”
- **On-premise and on-demand.** Callidus believes in offering customers the choice of on-demand or on-premise deployment—whatever option best meets their business requirements.
- **Professional services.** Callidus possesses an unrivalled professional services organization with deep vertical market compensation and SPM experience.

Over 2 million payees, at more than 165 customers in 121 countries worldwide utilize Callidus Software solutions.

Incentive Compensation Management	Easy to use compensation management to automate calculation, accelerate delivery of plans, lower cost of management and eliminate overpayments.
Reporting	Real-time commission reporting to communicate pay-for-performance, summary and detail to every sales stakeholder.
Analytics	Analysis and modeling capabilities to make better decisions around plan effectiveness, incentive spend, and sales behavior.
Plan Distribution and Approval	Accelerate sales plan distribution and track plan acceptance. Integrates with Salesforce CRM.
Objective Management	Aligns all employees with pay-for-performance, improving employee retention and morale with clear visibility and bonus projections.
Quota Management	Ensures alignment of quotas with corporate goals, by delivering historical analysis of quota attainment and revenue, and top down and bottom up quota setting.
Rewards	Complement cash rewards with non-cash rewards for attainment of individual and team goals. Research shows that a mix of cash and non-cash rewards is most effective.
Channel Management	Provides a 360-degree view of producers in large and complex distribution channels, including contract hierarchies, complex revenue and royalty payments, payment schedules and credential management.
Territory Management	Improve the process of realigning and analyzing sales territories to maximize effectiveness.
Dispute Resolution	Streamlines communication between sales and finance with automated management of payment inquiries and dispute resolution.

Services, Education and Support

With over a decade of domain expertise and experience successfully managing hundreds of customer engagements, Callidus Software is uniquely qualified to provide comprehensive services, education and ongoing customer support. From initial strategy discussions to implementation, application management, education, and ongoing support, Callidus is dedicated to customer success.

Strategic Consulting Services – Comprehensive, industry-specific business process design, solutions architecture, implementation and technical support.

Professional Development – End user training, certification, and enablement.

Professional Support – Technical support and engineering escalations.

Managed Services – Offers insourced solutions testing and performance tuning, application management and migration assistance.



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