



#### Business Profile

The leading provider of digital satellite entertainment service in the United States serving more than 18.6 million customers nationwide

#### Industry

Telecommunications

#### Deployment by CallidusCloud Commissions

- 25,000+ payees
- 1 to 10 million transactions per week
- 20-30 unique compensation plans

#### Benefits

- It has enabled the automation and elimination of 80% of disputes, allowing compensation professionals to focus on more profitable business activities
- Accurate and timely payment and resolution status communicated to payees enhances dealer relationships and trust

## DIRECTV Uses CallidusCloud's Commissions to Reward 25,000+ Dealers, Suppliers and Manufacturers

DIRECTV is the world's leading provider of digital television entertainment services. Through its subsidiaries and affiliated companies in the United States, Brazil, Mexico and other countries in Latin America, DIRECTV provides digital television service to 20.08 million customers in the United States and 15.48 million customers in Latin America.

### DIRECTV Outgrows Homegrown Compensation Systems

DIRECTV has the task of maintaining a compensation system that has amassed a 4-terabyte database consisting of over 25,000 dealers. These entities are compensated for their efforts toward expanding DIRECTV products and services. The in-house system was comprised of several homegrown applications that included Microsoft Excel, Microsoft Access and even some outsourced applications. As a result, DIRECTV experienced many challenges—such as overpayments, underpayments, difficulty in auditing data, and difficulty disseminating reports—which dramatically increased the number of payment-related disputes. Because commissions are paid weekly and monthly, and even off-cycle which can be anytime in between, the system buckled under the pressure. “This approach to compensation automation not only lacked complete functionality but ultimately limited our ability to scale, and grow in the years ahead,” says Bob Pacek, Executive Vice President and CIO at DIRECTV.

As the demand for DIRECTV services increased, so did commission payments and their related disputes. Because the existing systems could not easily provide auditable data or timely reports, the dispute-resolution process was extremely manual. Instead of focusing on analysis and planning for future growth and change, the compensation team spent the majority of its time fielding inquiries and making credit adjustments through out-of-cycle payments—deeming the system more of an administrative burden than a tool.

### DIRECTV Looks for an Incentive Compensation Management solution

DIRECTV's in-house system did not meet the business requirements it believed would drive profitable activity. The company needed to address over/under payments, audit trail challenges, reporting, constant manual intervention, and the ability to prepare for future growth. As the challenges in its homegrown system increased, DIRECTV decided that its best option was to evaluate a packaged solution from an outside vendor.



Requirements were gathered by cross-functional groups and included several proof points.

Flexible business process modeling and data integrity were key priorities for all user constituents, especially because common business rules and foundation data were being unnecessarily replicated by the current systems. Additionally, the new system had to provide the ability for business users and business partners to access up-to-date compensation information in an easy-to-understand format while ensuring adequate resolution automation. Ultimately, the solution that DIRECTV would select had to dramatically reduce the lengthy processing cycle.

### **DIRECTV Selects CallidusCloud and Saves Millions of Dollars**

Prior to engaging in discussions with vendors, DIRECTV conducted an extensive review of their business and technical requirements and found volume and performance coupled with the ease-of-plan maintenance were the two key factors of their evaluation. “From there, the team provided a short list of best-of-breed companies with the opportunity to participate in tailored demonstrations that incorporated system prototypes, including actual compensation plans and data,” says Bob Pacek. “This thorough investigation revealed that CallidusCloud was a best fit for DIRECTV’s current and future incentive management needs.”

DIRECTV chose and is now in production with CallidusCloud’s Commissions. As a result the company retired some of its legacy payment systems. The CallidusCloud solution has a marked reduction in the administrative labor required for supporting existing processes, allowing compensation professionals improved flexibility in structuring attractive compensation programs and quicker time-to-market with these improved plans. “With Commissions, we have the ability to implement compensation programs almost overnight to meet business needs, allowing us to immediately align activities to current business goals,” says Bob Pacek. “Management is happy because we see results much faster, and our retailer network is happy because they receive accurate and timely payments.”



The dramatic improvement to audit payments allows users to resolve disputes, ensuring that the company meets and exceeds its business partner expectations. The three-phased roll-out of the CallidusCloud solution provides tighter controls and monitoring of compensation, and reduced system support costs.

#### About Commissions

Commissions is the industry's most powerful, flexible and user-friendly incentive compensation management solution, capable of improving productivity and visibility at every level of your organization.

For more information visit:

<http://www.calliduscloud.com/products/commissions>

Or call **1 866 812 5244**

