



# BioCatch Automates Incentive Compensation with Xactly

## The Company

BioCatch delivers advanced behavioral insights that help global organizations leverage actionable intelligence to enhance the digital customer journey. Their AI-driven platform uses biometrics to offer powerful fraud prevention and protect the customer experience.

## The Challenge

Sales compensation is one of the largest cost centers for most companies, with an average of 10% of all revenue spent on commissions. Since commission is the most influential performance driver for sales reps, managing it effectively is key. Unfortunately, BioCatch was manually calculating commissions in Excel, resulting in costly errors, limited visibility for their 50+ sales reps, and little insight into the efficacy of their compensation plans.

## The Solution

Customertimes implemented Xactly Incent, a best-in-class Sales Performance Management (SPM) software that uses AI-driven forecasting and analytics to help companies set the right compensation plans for their teams. Xactly Incent also provides complete transparency to field sales teams and leadership to ensure that compensation is aligned with corporate goals.

Additionally, we implemented Xactly Connect to seamlessly integrate Incent with BioCatch's Salesforce instance. With this integration, information is automatically uploaded to Salesforce, allowing sales reps to see all sales and commission data in a single location.

## The Implementation

Customertimes is one of Xactly's SI and Advisory Alliance partners, and the combination of our integration expertise with Xactly's leading edge technology allowed BioCatch to automate compensation calculation and give their sales reps maximum visibility into their commissions.

Customertimes handled every aspect of the Xactly implementation, including:

- Scoping & requirements gathering
- Component configuration
- Rule set up
- UA testing
- Deployment & production

Our team also prepared the user guide and handled demos for the BioCatch team, and we will soon begin implementing another product for BioCatch: Xactly Commission Expense Accounting.

## The Results:

**A single source of truth for sales planning activities,** visible directly in the Salesforce platform

**Error-free commission calculations** and accurate forecasting for future payments

**Improved revenue operations with data-driven reporting and pipeline management**

**Automated data transfer** between Incent and Salesforce – no more need for manual transfers



We chose Xactly Incent because we felt confident that the tool could help improve our sales performance management, giving sales reps greater visibility into their commissions and helping our team accurately forecast commission payments. We're already seeing improvements across the board, and we look forward to adding Xactly CEA next. The implementation with Customertimes was smooth, and the entire platform was up and running quickly.



Tim Hilton

VP Financial Planning, BioCatch