

Streamlines sales to drive growth, from planning to payment

Who is Varicent?

Varicent is the industry-leading SPM solution in the market. Our suite of solutions is designed to help you:

Plan: Create smarter territory plans and quotas. Optimize your salesforce and adapt to shifting realities with Territory and Quota Planning.

Operate: Capture missed opportunities in your pipeline. Identify operational gaps, such as lead responses and lead to pipeline conversion with Lead to Revenue, so you can improve operational efficiency and increase revenue.

Pay: Compensate your sellers accurately—and on time. Automate the entire compensation process including data collection, compensation calculation, and commission statement distribution with Incentive Compensation Management to ensure sellers are paid accurately—and on time.

Customers



“In order to grow our products and services revenue, we need to incent sales reps to step outside their comfort zone. Varicent Sales Performance Management helps us accomplish that goal.”

Don Schenck
Manager, Sales Operations
Getty Images

Varicent was named a Leader in the Gartner Magic Quadrant for Sales Performance Management seven times in a row.

What makes Varicent unique?

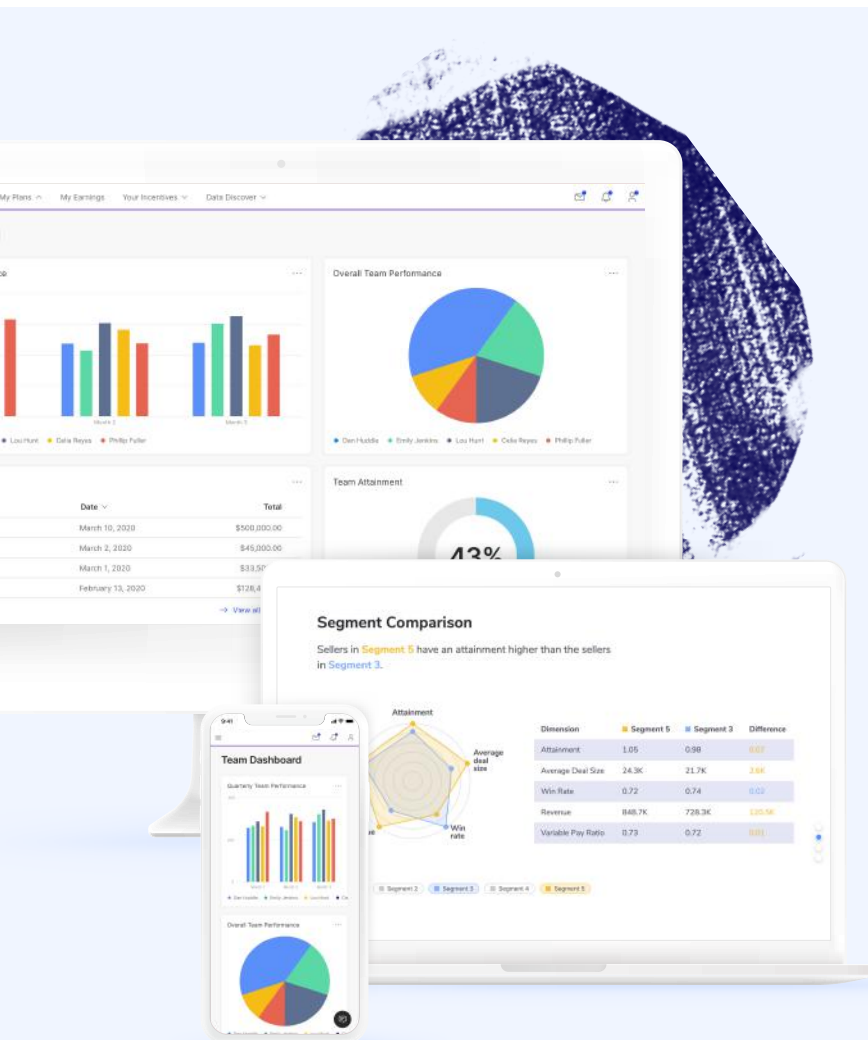
As the trailblazers in sales performance management, Varicent is the only vendor that offers you:

Flexibility. You don't want your technology stack to be a limitation. Varicent is architected for ever-changing data landscapes, so you are ready to go after emerging new markets.

Scalability. Investing in limited band-aid solutions can lead to unmanageable costs and scalability issues. Varicent is built for your business, so you're not restricted by platform constraints—we grow with you.

Usability. By automating mundane admin tasks, employees maximize productivity. Varicent offers self-service for sellers, admins, and sales ops, enabling greater transparency, traceability, and productivity by empowering employees to focus on more things that matter.

Measurability. The reality is, you spend more time fixing a bad decision than making a good one. With our augmented intelligence solution, Symon.AI, you can catch opportunities, challenge gut decisions that perpetrate biases, and avoid surprises.



Varicent is the software for sellers providing:

90%
improved accuracy of payments

60%
reduction on shadow accounting

65%
reduction on time spent on payout process

80%
reduction on time spent on auditing and compliance

90%
reduced time spent on implementation and rollout of variable compensation plans

Source: Forrester Consulting, The Total Economic Impact™ of Varicent Sales Performance Management, January 2019.