

Hudl Reduces Commission Calculation Pain Across the Operation



Client:



Industry:

Software

Headquarters:

Lincoln, NE

Size:

1500 employees

i About

Hudl (<http://www.hudl.com>) is a leading sports performance analysis company revolutionizing the way coaches and athletes prepare for and stay ahead of the competition. Founded in 2006 in Lincoln, Nebraska (USA), Hudl offers a complete suite of products that empower more than 160,000 global sports teams at every level—from grassroots to professional organizations—to gather insights with video and data. Hudl's products and services include online tools, mobile and desktop apps, smart cameras, analytics, customer education and more.

? The Challenge

The Hudl business operations group was highly dependent on Excel to manage their incentive compensation management program for more than 200 sales reps. It took a team of two full time employees to manage the sales comp process each month. Due to the manual nature of the process, they struggled with data errors and cash reconciliation. The operations team faced a lot of questions and distrust from their sales reps about their commission payments. They also needed a better way to report and forecast compensation.

“We had a lot of difficult conversations with the sales reps who doubted the accuracy of their commission statements and payments,” recalls Daniel Wilde, Director, Business and Revenue Operations. “There was a lot of pain surrounding the process.”

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Daniel Wilde

Director, Business and Revenue Operations, Hudl



The Solution

The business operations team researched vendors offering incentive compensation management solutions and identified a handful of vendors. After evaluating some of the legacy vendors such as Xactly and SAP/Callidus, along with some of the more modern vendors, Performio stood out because of its strong calculation engine, reporting capabilities, and beautiful user interface.

“What won the business for me, was that I could get anything we wanted with Performio and could use it for more complicated comp plans,” said Wilde. “I also really liked the exception reporting. The ability for Performio to diagnose errors in our data, identify the source of those errors and find gaps was very compelling. Performio is also shinier and feels like a more formal solution than the competitors.”



The Results

Today the revenue operations team administers Performio to manage commissions for 350 reps. Performio automatically imports sales data from Salesforce and correctly calculates commissions. Since Hudl only releases payment once an invoice has been paid, Performio also pulls data from Hudl’s accounting software and matches the transactions. Performio generates a report indicating which commissions are ready to be paid that is sent to finance to handle payments.

Of course correctly calculating commissions is table stakes. An added benefit of Performio is that sales managers rely on the reports and dashboards in Performio to oversee and manage their team.

“Conversations between sales reps and managers are framed in a different way now that they have access to Performio,” explains Wilde.

“Reps can log-in weekly or monthly to review their results and are more confident in the data.”

The time spent processing commission payments has been massively reduced and has allowed Hudl to scale its sales team without a similar increase in admins. Today the same FTE headcount manages commissions for a company with 3 times the revenue and more than twice the number of sales reps.

“Performio’s customer support has been very good,” said Wilde. “They worked with us to roll out the software and deal with messy source data as a result of multiple acquisitions over the years. In addition, they helped us train our reps during the first year. Performio works exceptionally well for our organization. Next we plan to pay commissions in advance and utilize claw backs when necessary. Performio gives us the confidence to do this.”