CLOUDFLARE®

Cloudflare – Sales Team Analysis

Key Sales Numbers, Facts, & Recommendations

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998

Employees

3 Geo Region

13 Comp Plan

8 Segment

$192M

Annual Salary

Expense Estimate

Base Pay - $124M

Variable Pay – $67M

$55B

YTD Revenue

Yield – $45B

Bookings – $10B

60:40

Most Popular

Pay Mix

Next - 80 : 20

Recommendations

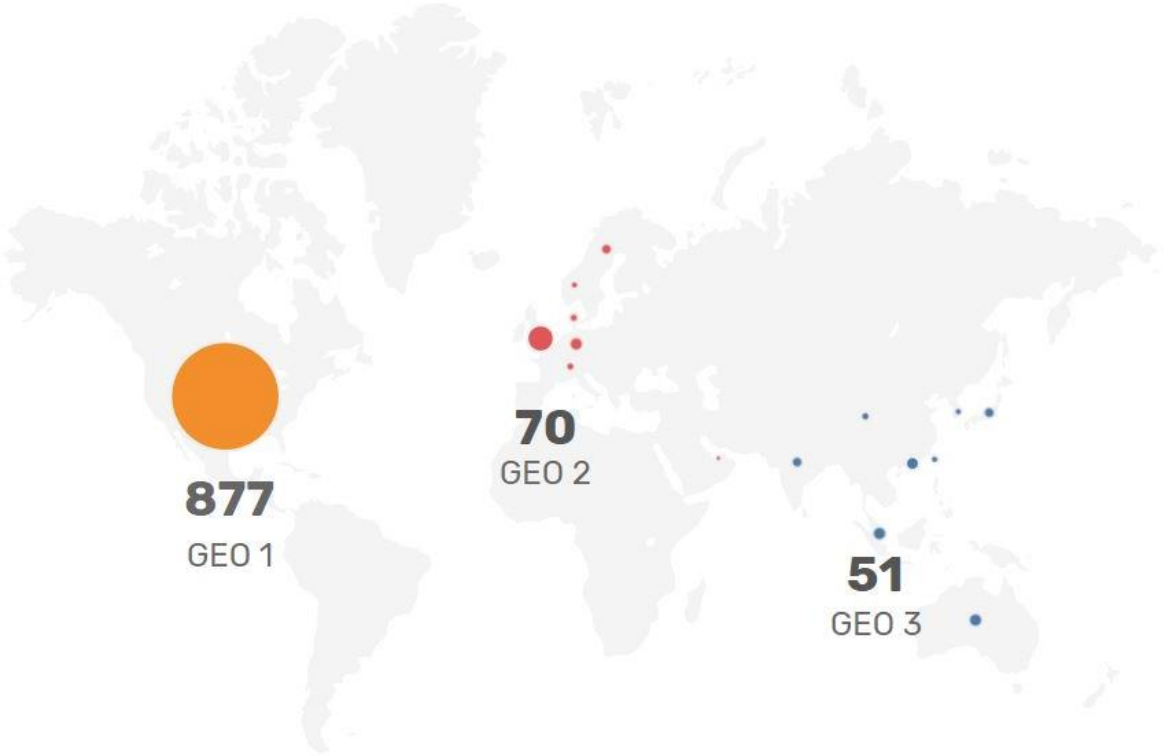
- Optimize variable-to-base towards market opportunity
- Validate whether quota is being allocated in a fair and consistent manner and whether it is being followed

Employee Structure

Employee Structure by Geography, Segment, Compensation Plan, & Job Title

Employees are divided into 3 Geographical Regions.

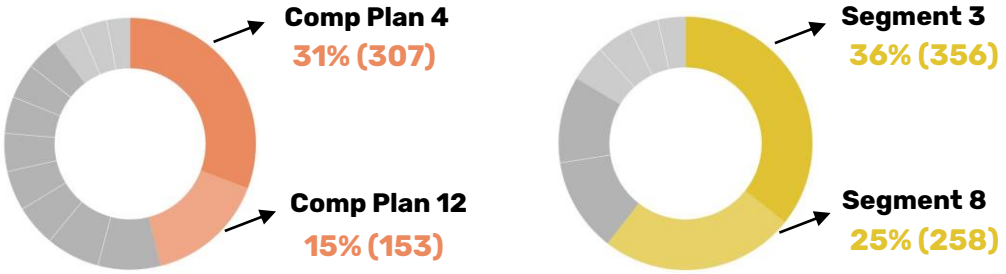
88% (887) of total employees are in United States



There are 13 Compensation Plans and 8 Segments

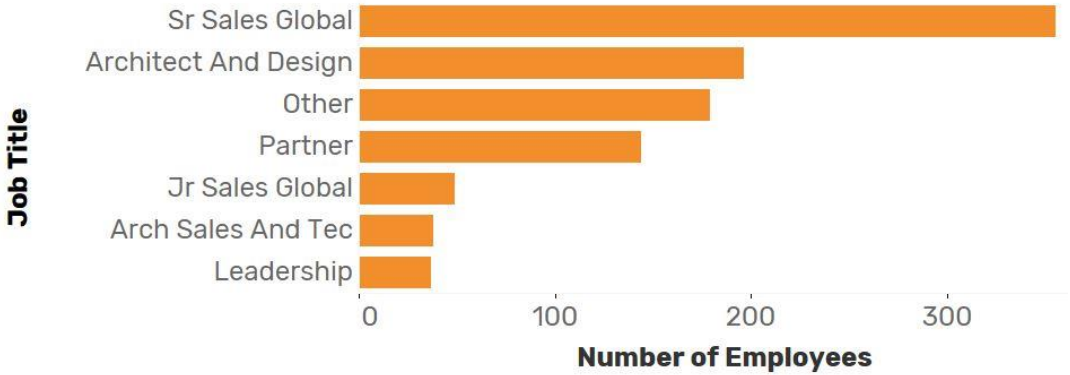
61% (609) employees belong to top 4 compensation plans

84% (834) employees belong to top 4 segments



There is a Total of 31 different Job Titles

36% (355) employees has Sr Sales Global as their Job Title

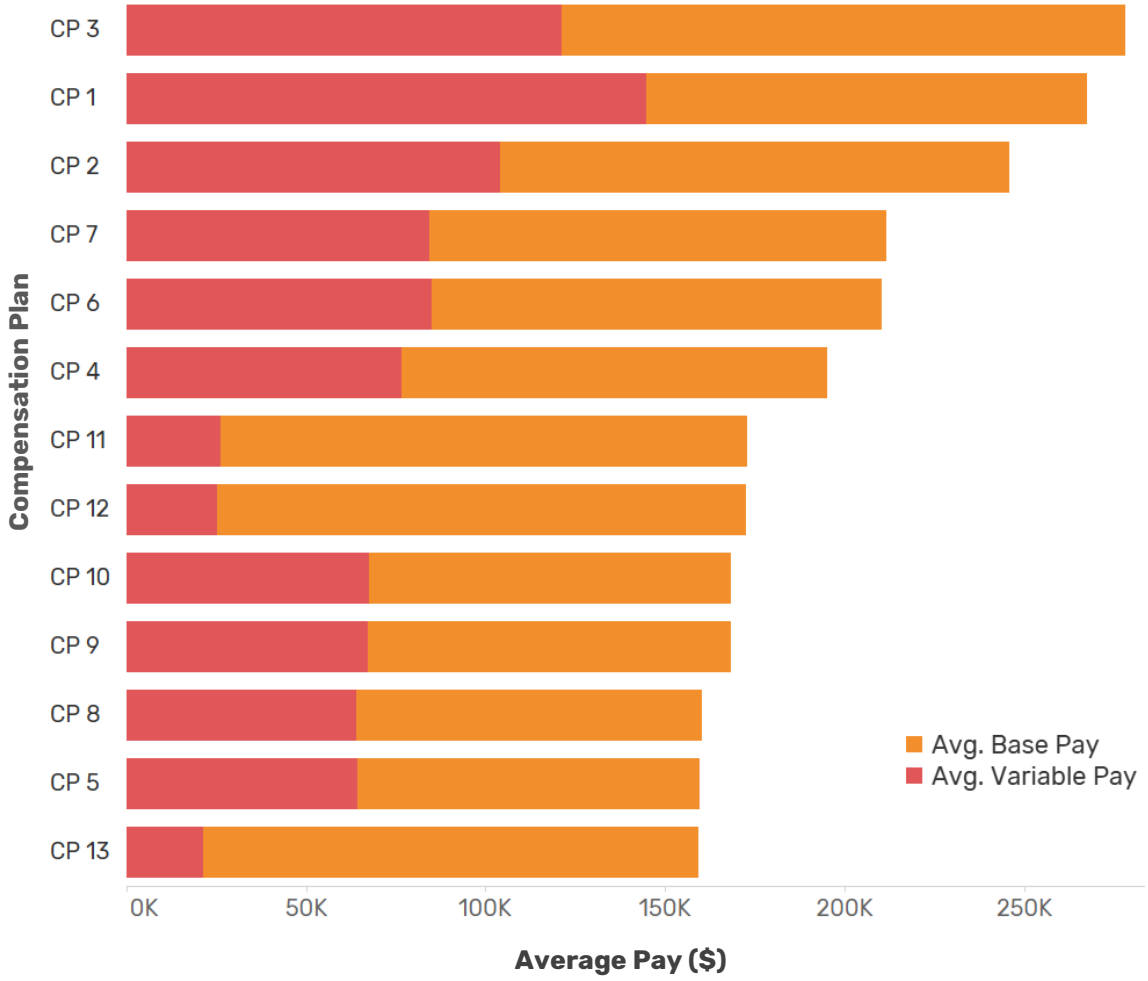


Compensation Structure

How Employees are Compensated & Pay Mix

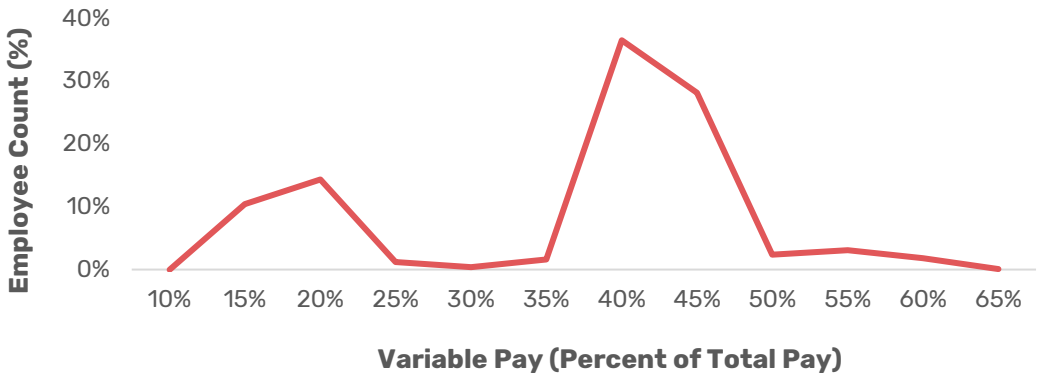
Average Base, Variable, & Total Pay by Comp Plan

Compensation Plan 11, 12, & 13 have a low component of variable pay



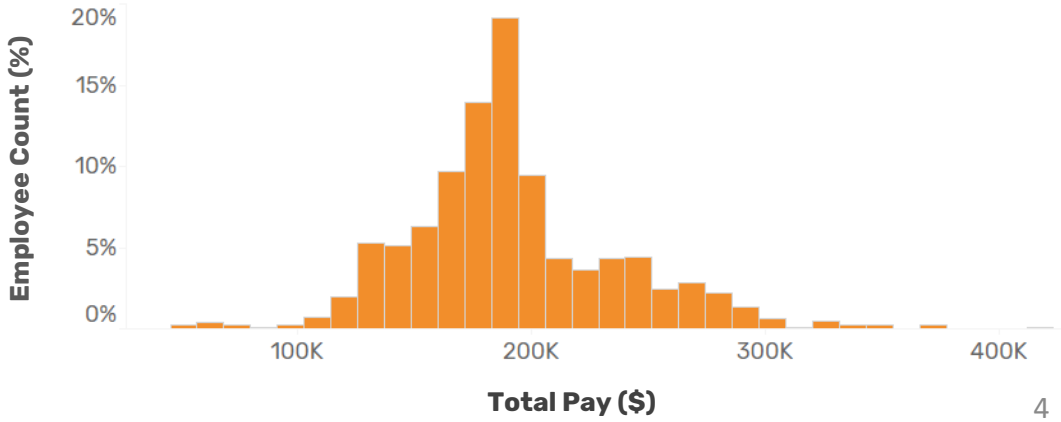
Most Employees have approx. 60:40 Pay Mix (F:V)

Around 25% employees have less than 20% as Variable Pay



Total Pay is Normally Distributed

Around 20% employees receives the Mean Total Salary

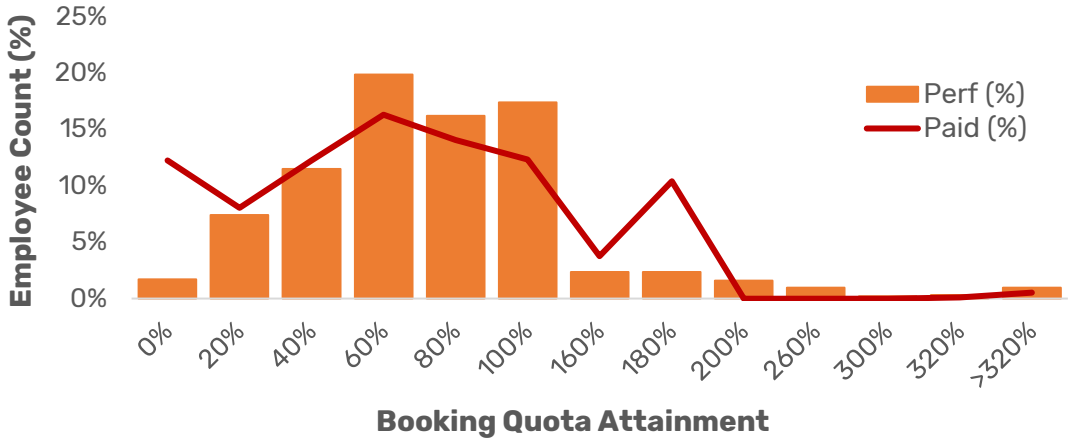


Employee Performance

YTD Performance, Pay Distribution, and Goal Attainment

YTD Booking Performance & Pay Distribution

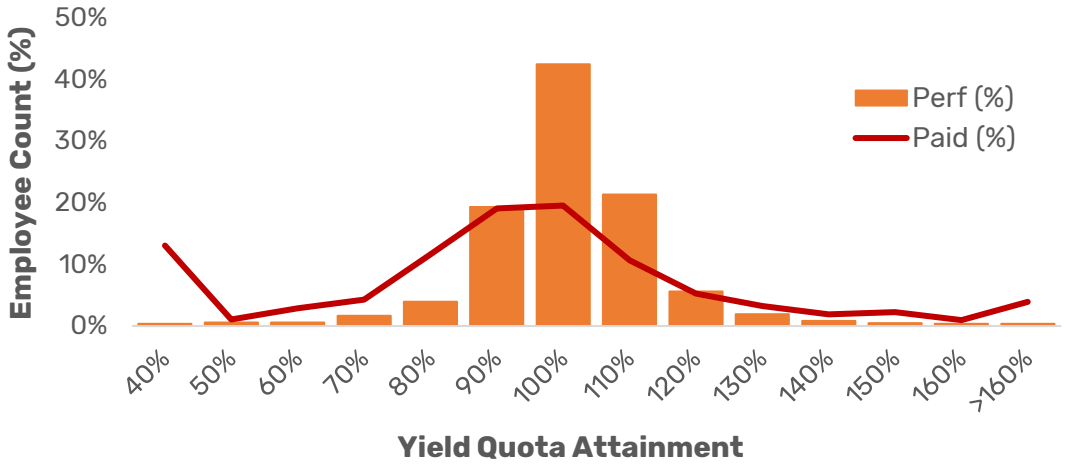
Majority of population underperformed



Avg. Booking Goal Attainment for Compensation Plan

YTD Yield Performance & Pay Distribution

Accelerators may not seem appealing to employees



Avg. Yield Goal Attainment for Compensation Plan