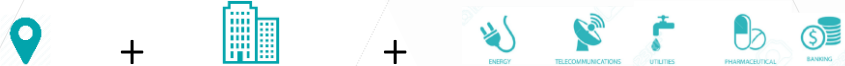


The Challenge

Companies usually start out with a simple set of geographic territories, and sales agents assigned to these.



As business grows, sales complexities rapidly increase with territories being further divided based on Region, Country, State, Zip-codes, Named Accounts, Verticals, etc.



New sales **people** and roles are introduced – *Channel Managers, CX/Renewal Managers, Inside Sales, Overlays, Territory Managers, Strategic Account Managers, Sales Engineers, Product Specialists, Shared/Split Teams, etc.*



New **offers** are introduced- via *Products, Services, bundles, subscriptions, usage-based, multi-year deals, and a multi-channel strategy through acquisitions, distributors, 2-tier partners, etc.*

To support these rapid changes:

Hierarchy Management becomes a perpetual job to report and manage Sales and Finance metrics and insights: *Sales Hierarchy, Product Hierarchy, P&L Hierarchy, Departmental Hierarchy, Customer Hierarchy, Supply Chain Hierarchy, etc.*



Sales Crediting becomes increasingly complex to accurately attribute sales to all parties involved, based on the permutations/combinations, parameters and hierarchy-based rollups involved. Sales Operations and Finance teams are often overwhelmed or need to beef up capacity for manual crediting, and data reconciliations. Nevertheless, leakage still happens in payouts¹, and governance, compliance, risk and litigation² issues are higher than ever before.

¹ Gartner estimates higher than 3-5% compensation related overpayments/leakage, 2020 SPM Report

² Recent HP, HPE lawsuit settlement to pay \$25M over faulty sales pay

All of this impact:

- Sales & Finance Planning (annual, short & long-term)
- Sales Compensation
- Reporting
- Forecasting
- Analytics/Insights
- Speed of going-to-market with new products
- Agility to adapt quickly to changing business models (and unexpected changes in business environments)

In summary, these inefficiencies result in **lost sales opportunities** and **increased cost of sales**, that affect both top and bottom line metrics: Bookings, Revenue, Gross Margin, Net Income, EPS, etc.

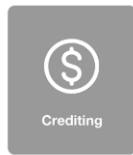
The LINEN Solution

After seeing even the best of companies struggle with these common problems in their Sales and Finance organizations, the LINEN Sales Performance Management (SPM) platform was launched to solve the needs of growing enterprises in the modern landscape. LINEN debuted as the first ***Hierarchy Management*** and ***Sales Crediting*** cloud software on Salesforce's® AppExchange™, with more "apps" in the works.



LINEN *Hierarchy Management* highlights:

- Enables more efficient and accurate *Planning, Reporting, Forecasting* and *Compensation*
- Intuitive and business-user friendly UI, that needs no coding or scripting, and provides visibility and control to business users in Sales, Finance and Operations
- Built-in structures that enables *territory management* planning and execution, for the *Sales Hierarchy* use-case; works with Sales Crediting for people, territory and other rollups
- Flexible for maintaining *adjacent* hierarchies that are used for sales and financial planning and operations (i.e. Product, Account, Finance, Supply Chain, Operational and derived hierarchies)
- Ability to layer in key metrics to enable faster and informed decision making
- Integrated with CRM/Data-warehouses/BI/Reporting tools (via API's), and bundled with LINEN's easy 1-click publish to any upstream or downstream processes/applications



LINEN Sales Crediting highlights:

Sales crediting is more than just a calculation. It's the critical pipe that connects deals to commissions. It also provides insights that companies might otherwise miss.

- Powerful, yet flexible rule-based engine that simplifies and automates complex sales-crediting needs, making sales operations more efficient, and scalable for evolving compensation models (subscriptions, new channels, usage-based, factor-based, hybrid, etc.)
- Minimizes incorrect payments keeping sales agents motivated
- Gives deeper insights for sales management into deal-level margins
- Fixes compensation leakage
- Ability to address issues before compensation happens, with transaction level visibility
- Works with any compensation platform (Xactly, Anaplan, Oracle, IBM/Varicent, SAP/Callidus, etc), and any ERP or CRM

How does it benefit Sales?

While sales agents are generally paid on bookings or revenue, senior management is often also compensated and held accountable to a factor of profitability. Addressing compensation leakage improves profitability.

- For Sales Executives, LINEN accelerates revenue by bringing agility and speed into a company's ability to roll out new business models and allied compensation models (e.g. Renewals-based compensation)
- For Sales Operations management, it builds efficiencies by automating and reducing manual efforts required to reconcile sales crediting and claims. This improves the bottom line of sales operations.
- It also provides actionable insights such as; "Which sales people, and how many, are being compensated on a specific opportunity?" This helps identify and address any anomalies ahead of compensation payment
- Sales Agents get increased and upfront visibility into what opportunities in the pipeline they *will be* credited for (and spend less time chasing 'comp payments', boosting overall confidence in compensation process)

What does it mean to Finance and the CFO?

- Better governance and compliance for sales commissions payouts, and avoid litigation due to erroneous payments
- Higher margins, and better shareholder value, by minimizing compensation errors and leakage, and operational-efficiency-enabled savings
- Transaction-level data integrity/ traceability, and insights such as 'margin by deal'
- Decrease operating costs by retiring legacy transactional systems + overheads or manual XL-based processes
- See real-time bookings. LINEN enables this by providing *Crediting-as-a-Service* (CaaS) for rollups that can be consumed by reporting applications

How does it help IT?

- The ability to focus on building business capabilities and data insights vs. spending time on non-business critical activities
- 100% cloud model with no platform maintenance headaches, and can be integrated with any existing infrastructure- both Cloud and On-Prem

Target market

Enterprise and mid-market. LINEN adds value as sales and finance complexities increase.

Team

The LINEN founding team has deep experience in leading and building Sales Compensation frameworks and Sales and Finance processes and systems for Silicon Valley's prominent technology companies including Cisco, Google, GE Current, Intuit, VMware, and many others.

LINEN is a provider of SPM (Sales Performance Management) cloud software for enterprise and mid-market companies for any industry. LINEN's Sales Crediting and Hierarchy Management apps are available on the Salesforce® AppExchange™

To learn more about LINEN's solutions, contact your LINEN sales representative or visit: www.LINEN.cloud

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