



# How **ZINKT** helped O'Reilly Media take control of their sales compensation

**With continued growth, finding a new way to manage compensation administration was essential. ZINKT was the perfect solution.**

For more than 40 years, O'Reilly Media has been providing businesses and individuals with the skills and understanding essential for success. An innovative digital learning platform, O'Reilly offers exclusive live training, interactive learning, a certification experience, books, videos, and more, helping its customers develop the expertise and credentials to succeed, teaching best practices and helping people discover the emerging trends that will shape the future of the tech industry.

In the last few years, the company has been at the center of the growing demand for learning and educational tools and resources. And with that growth, the company has grown, too.

## Growth: the catalyst for change.

Rany Peou has been with O'Reilly Media for more than nine years and she's been their Sales Accounting Supervisor for the last five.

**"Before I took over the role, the company had about twenty to thirty sales reps and compensation management was handled manually using Excel," she said. "As we continued to grow, we moved to an automated system. Five years later and now with ninety reps, that system can't keep up with the increasing complexity of our compensation management."**

With O'Reilly's business growing, moving into new markets, and with the creation of a new sales development team in addition to the existing sales structure, a more robust and scalable solution was needed. Just as importantly, they wanted a solution that would give them more insight into upstream data and allow for better visibility into compensation calculations.

**"Five years ago, things were relatively simple: reps got paid a variable percentage based on various compensation tiers. At the end of the month, we calculated their compensation, and they got their pay. But no one could dig much deeper than that,"** Rany explains. **"As our compensation models have become more complex and the things our reps are being compensated for have become more diverse, we needed a solution that was more adaptable and dynamic than straight comp. calculations."**

**"As our compensation models have become more complex ... we needed a solution that was more adaptable and dynamic ..."**

**Rany Peou,  
Sales Accounting Supervisor,  
O'Reilly Media**



## Saying good-bye to manual processes.

While some of these new complexities could be managed in Salesforce, there were still many stages in their processes where inaccuracies or errors could occur. Managing and maintaining a system that required manual interventions and verifications became unrealistic.

The company spent five months investigating their options and meeting with various providers of compensation management solutions, until they landed on their decision to implement Xactly Incent as their ICM.

But one hurdle remained.

**“There was no streamlined way for us to get data from Salesforce into Xactly Incent the way we needed to.”** At the time, the only solution appeared to be building a custom application, something O’Reilly didn’t have the resources on-hand to do at the time. **“Then our Xactly sales representative recommended ZINKT.”**

**“Then our Xactly sales representative recommended ZINKT.”**



With ZINKT and Xactly Incent, Rany can now manage all her compensation processes inside Salesforce; uploading data, running reports, and syncing with Incent. **“This has been a really helpful advancement. For example, as we’re reconciling things throughout the month, if someone on my team makes an adjustment, they can go in and re-sync the system, and everything across the board is immediately up-to-date.”**



## **Saving time, saving money.**

One of the bigger issues O’Reilly Media had to deal with as they outgrew their previous system, was the time compensation calculations were taking and the increased risk that those complex calculations could become inaccurate using manual processes.

As Rany explains, **“As we grew, as we added more data fields, it was taking hours and hours to do the calculations manually.”**

And where previous compensation calculations used simple math, with ninety sales reps on different compensation plans, the opportunities for errors were increasing too. **“From an admin perspective, and my time personally, I spent hours reconciling at the end of the month. I spent so much time just to ensure accuracy,”** she says.

**“But with ZINKT we’ve saved about 45% of our time and I’d say we have improved accuracy by as much as 20%!”**

## The ZINKT customer experience.

Sitting in Salesforce and communicating with Xactly Incent data, ZINKT empowers administrators, enabling them to review, make changes, and adjust their compensation data right inside Salesforce, with governance and oversight tools built right in. Segregating steps of the sales process from the commission process, ZINKT enables Admins to take ownership of their data and the governance processes.

With such a powerful application, you might expect implementation to be difficult or painful. Not with ZINKT.

**"I'm a very hands-on learner. I like to build these things myself; it's not enough for me to have someone else build it."**

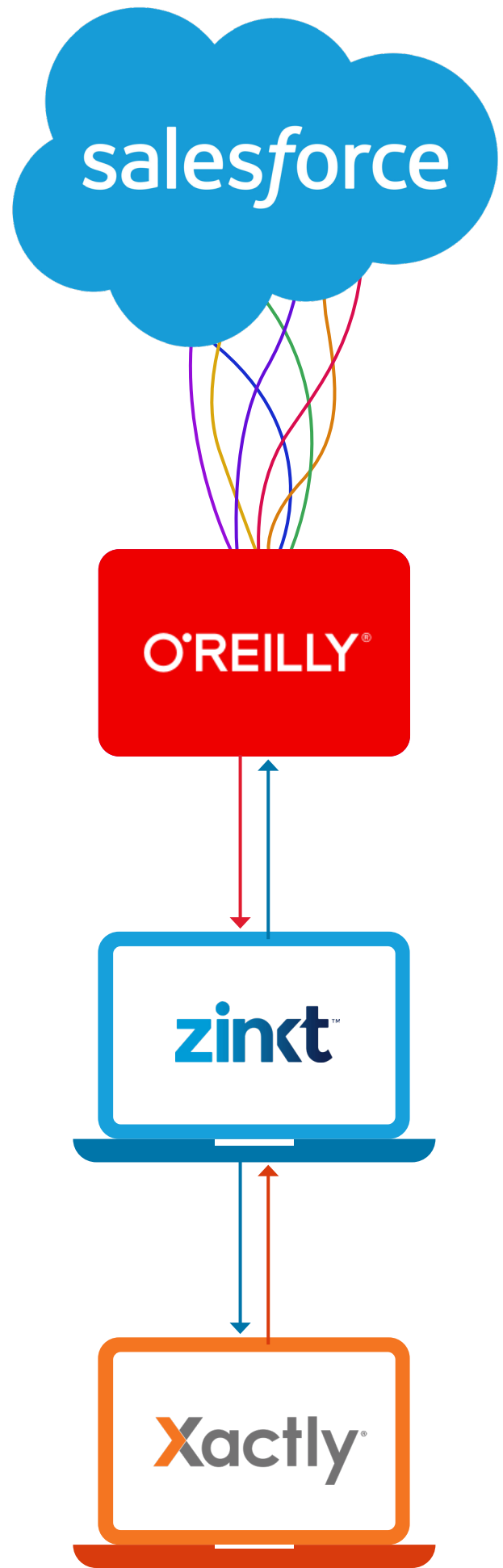
ZINKT documentation and training made that easy. O'Reilly Media was provided with documentation and implementation training that put Rany in the driver's seat very quickly.

**"The documents that the team provided, were incredibly helpful. They taught me how to do everything; how to add a person, how to add their quotas and compensation rules, all that stuff. Amazing and helpful."**

Empowering our customers is at the core of the ZINKT experience.

**"And I can't say enough good things about the ZINKT team."**

**"And I can't say enough good things about the ZINKT team. I feel like their responsiveness was always prompt, very timely, and incredibly helpful,"** says Rany.





## As O'Reilly Media continues to grow, ZINKT will be there.

For a company like O'Reilly Media, an innovative learning platform in high demand, having control and visibility over revenue operations will be one of the keys to their on-going growth. Their implementation of ZINKT has been an undeniable success.

From the customer's point of view, they not only received high-touch, quality service and support, but they now have a powerful, feature-rich, native Salesforce app that will increase the value and utility of Xactly Incent.

- ZINKT replaced manual data loads and processes creating a future-proof, fully scalable solution that supports their growth
- ZINKT combined with the power of Xactly Incent has enabled easy management of very complex and varying compensation plans
- ZINKT helped improve the sales experience, providing visibility and transparency to compensation calculations
- ZINKT helped deliver a 45% reduction in administration time and a 20% improvement in data accuracy

**Learn more about ZINKT at [inquiry@zinkt.com](mailto:inquiry@zinkt.com).**

**We'd be glad to give you a demonstration and evaluation.**

**About Xactly.** Xactly has helped thousands of companies and millions of sellers around the world beat their revenue targets. Using Xactly's solutions, leaders look past the current quarter to create revenue streams for long-term growth. The Xactly Intelligent Revenue Platform marries artificial intelligence and 17 years of proprietary data in easy-to-use applications. Sentiment, process, and trend analysis come together to form accurate machine forecasts. Quick identification and implementation of revenue plans, quotas, and territory improvements are easy. And, rapid calculation of even the most complex compensation plans keeps sales reps motivated and on track.

This makes the Xactly Intelligent Revenue Platform the only solution that aligns seller behavior with boardroom strategy to create a resilient, predictable, and profitable business. To learn more about Xactly and the latest issues and trends in intelligent revenue, follow us on Twitter, Facebook, and visit <https://www.xactlycorp.com>.