Connecting the dots

Learn how ZINKT became the final piece in an ambitious Salesforce puzzle

Shootsta is a powerful digital platform that is transforming the way organizations and content creators build high quality video content. Built with the goal to transform the way people communicate with video, Shootsta is an online platform with a suite of apps and services that let's marketers, communicators, sales, and education professionals create cost-effective, quality content at scale.

Running an enterprise on Salesforce.

For the last two years, Shootsta has been on a mission to build an all-encompassing solution that will let them run their business end-to-end, all inside the Salesforce platform. By 2021, they had everything from quote-to-cash (including contract management and billing), accounting, expense management, and HRIS, all running on the Salesforce platform.

"The final element was to bring in an automated incentive management solution," said Jai Laungani, CFO, at Shootsta. "We had built in everything in Salesforce. All our records – everything – sits in Salesforce; whether it's our customers, our vendors, or employees, it's all on the platform. **The last piece of the puzzle was commission management."**

> **"For anyone working with Salesforce, ZINKT is a natural choice that pays for itself."**
>
> - Jai Laungani, CFO

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Shifting from manual to automatic.

For Jai and his team, incentive calculations were still a labor-intensive process. Taking from two to three weeks at a time, involving multiple parties, including their sales teams inputting their opportunity records and contract values, manually into a spreadsheet. "The process took at least two people, over multiple days, going through records, by region, by individual, and by quarter; two people who then had to determine if each and every datapoint was correct," Jai says. "Then they had to validate their results against our billing and subscription management systems. Things only got more complicated when adjustments were required, such as including or excluding data, or adding accelerators."

All of this was manual and vulnerable to error.

"To make matters even more complicated, we run our commissions on a quarterly basis," explains Jai. This left the Finance team a very tight window between a quarter's closing and when the payroll is due. And adding to the complexity, Shootsta's leadership team are measured on the aggregation of the results of the individual salespersons, so the importance and impact of this work was organization wide. **"All of this was an immense task, mostly manual, taking several hours a day spanning multiple days."**

Connecting the ICM with Salesforce using ZINKT.

Finding a powerful and effective ICM was paramount and the Shootsta leadership team soon settled on industry leading Xactly Incent as their solution. For its features, capabilities, and scalability it was the right choice. "But what we realized early on is because Xactly Incent is platform agnostic, **we'd need some sort of connector to take our salesforce data and push that data over to Incent. That's where ZINKT came in.**"

"Because ZINKT is a native Salesforce app, you're leveraging all the capabilities of Salesforce and your own skill sets. That is a massive efficiency gainer. A massive time saver. A massive money saver. It's phenomenal."

As a native Salesforce app, ZINKT enables bi-directional communication between Salesforce and Xactly Incent. Now with ZINKT, Shootsta's Finance team could use the power of Xactly Incent while continuing to work with the familiar tools and analytics of the Salesforce environment. Just as importantly, **adding ZINKT has added crucial governance tools as well as providing visibility to upstream data.**

"I think ZINKT has definitely closed the loop on our revenue data," says Jai. "And because we're still in Salesforce, a place we know, we're not learning another language or relearning another set of tools."

Implementation made easy.

Coming up with a great solution and implementing a great solution are not the same thing. As Shootsta had learned with other Salesforce implementations, not everything works the way you want it to, right out of the box.

But with ZINKT, things were different.

ZINKT has pre-built integration with Xactly Incent and this dramatically reduced the cost, time, and risk of the project. With ZINKT, you have full control over what data is being processed by Xactly Incent and when it gets processed, all within a few clicks inside of Salesforce. "If you have Salesforce, and want Xactly, **choosing ZINKT is a no brainer,"** says Jai.
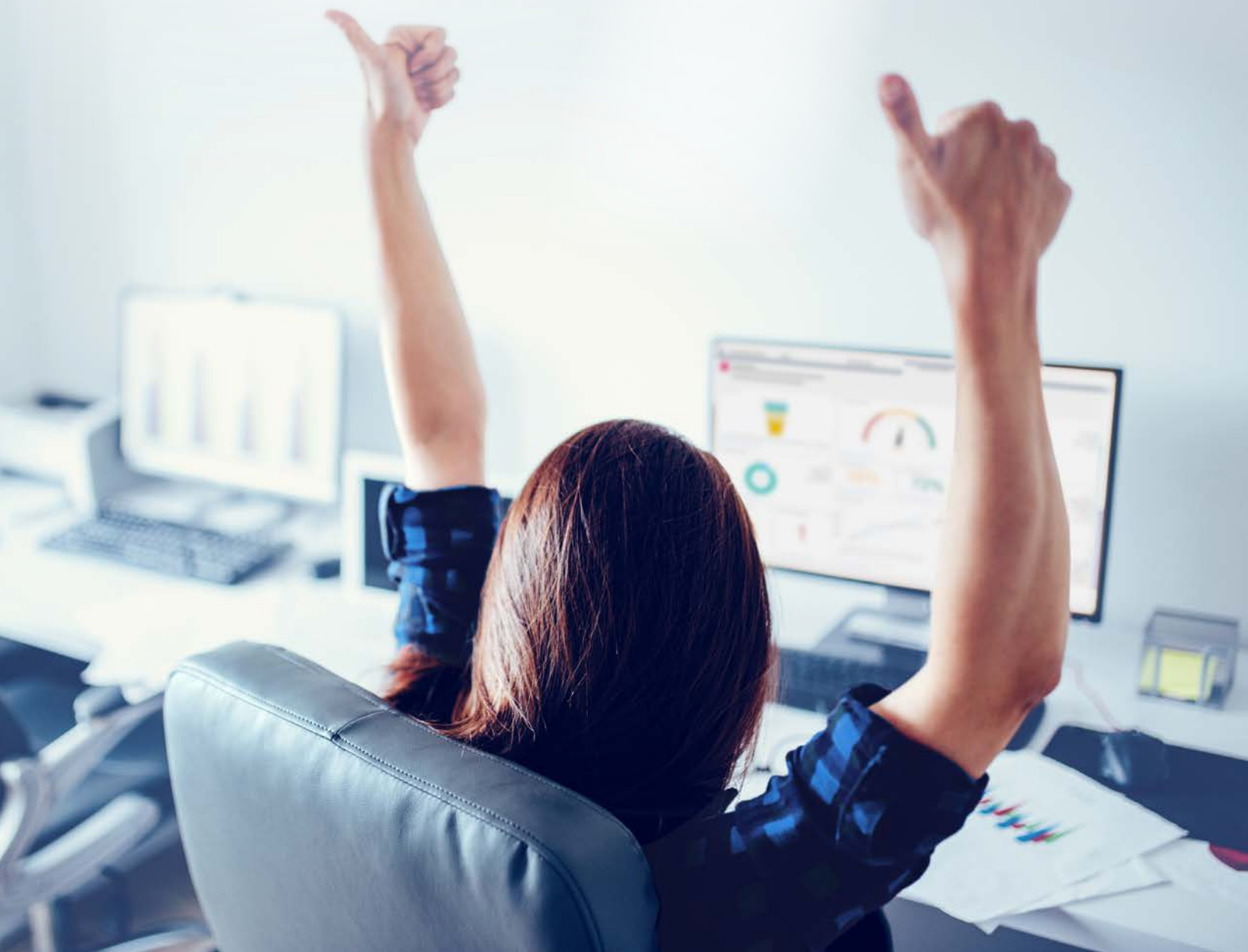
Improving Revenue Operations.

One of the key benefits of implementing ZINKT for any organization, is the how the application enables and accelerates effective revenue operations by providing **greater visibility to data, enabling governance and approvals tools, and doing it all inside of Salesforce.**

For an example, Jai explains: "With ZINKT, our Head of Revenue is able to have a live feed of his sales team's performance, on an individual basis, inside of Salesforce. Right inside of Salesforce, without going anywhere. He can now see the quotas and attainment, by individual, on a daily basis."

This type of visibility can lead to all sorts of optimization and enhancements. Organizations can see the impact and effectiveness of price changes as well as compensation adjustments or accelerators, in real time.

But the improvements to revenue operations aren't just limited to the performance of the sales teams. **ZINKT is proving invaluable as a problem-solving tool as well.**

"Beyond commissions, ZINKT is helping us leverage our Salesforce CPQ data; something we never dreamed possible before," Jai explains. "For example, when you look at a total contract value it captures everything. But it doesn't filter between items that are commissionable or non-commissionable, items that are recurring or non-recurring, or even telling you what the annualized value is when a multi-year contract is involved."

Now, with ZINKT, the Finance team can see the performance of the sales team, whether on an aggregate or an individual level, it can filter the data, and it can use that data to report attainment for the quarter relative to their targets. Again, on a real time basis within Salesforce.

> **"ZINKT has helped complement and enhance some of the out-of-the box Salesforce capabilities."**

Taking control over revenue data.

One of the keys to good revenue operations is taking control of the revenue data. As Jai explains, it's one of his biggest worries. "One of the biggest concerns I have as a CFO is inaccurate data in the system and being able to detect and correct that. Having a commission record and object that is separate to the opportunity record allows you to compare and contrast records to identify differences, and helps you make sure that data is accurate. ZINKT does that."

In fact, with ZINKT if there is something that changes in your upstream data, if someone adjusts a price or term, ZINKT makes it very easy to reset and regenerate the records, deleting the old ones. "With ZINKT, you are able to better identify and manage change," as Jai puts it.

ZINKT helps you do business better.

At the end of the day, Shootsta had a seamless and uneventful implementation of Xactly Incent and ZINKT simultaneously, thanks to the experience and expertise of the ZINKT implementation team. And Shootsta continues to see the value of both. Xactly Incent is the powerhouse of incentive management solutions and ZINKT, the perfect complement, brings **bi-directional communications, data validation, and revenue governance into the Salesforce environment.**

"ZINKT takes your Salesforce capabilities, significantly enhances them, and helps bridge any gaps that may exist when working with an ICM platform that sits outside of Salesforce. For anyone that is working with Salesforce, **ZINKT is a natural choice that pays for itself."**

If you want your business to have greater Salesforce adoption, better revenue intelligence and better control, reach out today for a free demonstration. Email us at inquiry@zinkt.com