

**Business Profile**

A market leader in consumer and business electronics.

**Industry**

High Technology Manufacturing

**Goal**

Use compensation to attract & retain sales talent

**Challenges**

- Lack of insight into pay and performance to optimize compensation
- Complex compensation requirements that differed across regions

**Solution**

Commissions by CallidusCloud

**Deployment**

- Dedicated client-resource team and CallidusCloud implementation team
- Compensation plans rolled out to 1,900 payee types

## Lenovo and CallidusCloud Work Together for Success

The partnership between Lenovo and CallidusCloud has allowed Lenovo to achieve strategic objectives by using incentive compensation management to attract and retain top sales talent and capture market share. Lenovo has relied on CallidusCloud for more than three years to provide premier sales service and support on a global basis.

Lenovo develops, manufactures and markets high-quality, technology products and services worldwide. Operating in more than 60 countries with a team of over 1,900 sales representatives, Lenovo is a market leader in consumer and business electronics.

### Leveraging Sales Performance Management to Achieve Strategic Objectives

When Lenovo acquired the personal computer division of IBM in 2005 the company was using a homegrown Sales Performance Management (SPM) system to motivate and reward its sales team. As a new, unknown company, Lenovo's immediate challenge was the ability to attract top sales talent to compete against established vendors in the PC space. Lenovo made a strategic decision to use compensation to attract and retain top sales talent. However, to make this approach work, Lenovo needed tangible insight into how the sales team was being paid, including the rate of compensation in different regions, and whether pay and performance were somehow aligned. In addition, Lenovo needed flexibility within the compensation system to address complex requirements such as guaranteed payments, draws, one-time bonus and off cycle payments to attract sales talent that could help the company not only be competitive but also win deals. Moreover, they needed to comply with laws and regulations in the different countries where they intended to do business. Finally, they needed a way to deliver accurate, on-time payments to minimize compensation disputes and retain sales professionals.





#### Key Benefits

- Achieve strategic goal of attracting and retaining top sales talent in over 60 countries
- Provide superior service to the sales team, and dramatically reduce the number of compensation errors and payment disputes
- Developed and rolled out compensation plans to the entire global sales organization in a timely manner

## Lenovo Selects Commissions by CallidusCloud for Global Sales Compensation Plans

**In conjunction with CallidusCloud's implementation team, Lenovo's dedicated client-resource team deployed compensation plans to 1900 payee types.**

Overhauling the compensation system enabled Lenovo to achieve its strategic goal of attracting and retaining top sales talent in over 60 countries. The company now has the resources for developing attractive sales compensation plans that surpassed industry benchmarks for high-tech sales. Lenovo had the ability to personalize compensation plans to take into account unique requirements of a region, and individualized quota targets based on a region's economy.

Using Commissions allows Lenovo to provide superior service to the sales team, and dramatically reduce the number of compensation errors and payment disputes. CallidusCloud has given Lenovo the ability to administer timely and accurate compensation plans with full transparency, reducing shadow accounting while building a level of trust. Lenovo worked with its sales organization in conjunction with CallidusCloud to customize compensation reports, resulting in increased confidence by the sales team in the accuracy of their commissions and a marked increase in sales retention.

With support from CallidusCloud, Lenovo developed and rolled out compensation plans to the entire global sales organization in a timely manner. With Commissions, Lenovo was able to meet regional requirements for how sales people are paid and allowed the company to comply with local laws. Building these requirements into commissions removed the additional challenges of manually processing payments for the different geographical regions where Lenovo does business.

### About Lenovo

Lenovo creates and builds exceptionally engineered personal technology and is the world's second-largest PC vendor. With more than 26,000 employees in over 60 countries servicing customers in more than 160 countries.

### About Commissions by CallidusCloud

Commissions is the industry's most powerful, flexible and user-friendly incentive compensation management solution, capable of improving productivity and visibility at every level of your organization.

For more information visit <http://www.calliduscloud.com/product/commissions> or call 1 866 812 5244.

