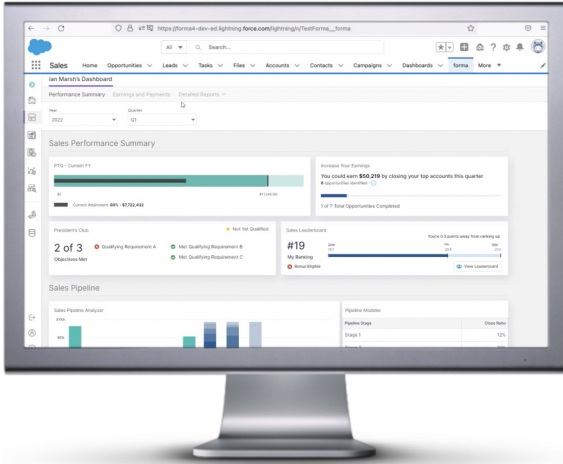


salesforce

Available on
AppExchange

FORMA.AI™

Incentive Compensation Management for Salesforce



Forma.ai ICM for Salesforce™ leverages your Salesforce data to drive trustworthy compensation calculations – providing visibility into sales compensation data for your entire business – to sales, payroll, HR, and finance.



Give your reps the visibility they crave - to maximize their compensation and drive your sales plan - all without leaving Salesforce.



The only incentive compensation solution that embraces the dynamic nature of sales. Because sales performance management isn't something that happens just once a year.



Stop “shadow accounting”, and deliver accurate, trustworthy information - not only to sales, but to finance, payroll and HR too.

Forma.ai ICM for Salesforce gives direct and indirect (channel) sales reps the ability to see their Salesforce prospect data in a more impactful context. This solution presents compensation information within the Salesforce interface - meaning that reps can quickly answer the question “what’s in it for me” when they are evaluating next actions in their territory or with an account.

Not only does this result in clarity for the reps on how to maximize their compensation, it also results in higher impact comp models - since reps will be driven to accomplish the goals of their plans directly. *Forma.ai ICM for Salesforce* also delivers less employee “churn” since reps will have a significantly better understanding of - and visibility into - their comp plans.

For more information, visit www.forma.ai or find us in the **AppExchange**