



Practique rated 'promising' in the 2008 MarketScope report on Sales Incentive Compensation Management Software

Independent analyst firm, Gartner has produced a global MarketScope report on the Sales Incentive Compensation Management (ICM) Software Market 2008. Each ICM vendor is given a rating and Practique is rated as 'promising' in this report.

"Practique is the only European based specialist ICM vendor listed in the report and we believe our inclusion demonstrates ICM software is gaining strong momentum across Europe and reflects the increased interest and demand we are witnessing from European organisations," commented Jo Walker, Managing Director for Practique.

Michael Dunne, author of Gartner's Sales ICM MarketScope report observes, "Sales ICM continues to attract significant interest from organisations of varying sizes and in different industries – largely as the result of difficulties with accurately calculating variable compensation for sales channels."

"In today's economic climate, investment in ICM software, in our opinion, presents a very compelling business case. Practique's flagship ICM software INCA, has been proven to increase productivity, positively influence sales behaviours and drive sales as well as attract, motivate and retain staff. For example, one of Practique's clients increased its overall revenue by 11% after implementing INCA. By using INCA strategically this client was able to pinpoint high margin sales areas, then influence and incentivise sales behaviours which resulted in a 22% increase in annual sales. This demonstrates our ICM system INCA can positively impact business profits, making it a strong competitive tool in today's market." Jo Walker concluded.

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About Practique

Practique, a Merced Systems company, is the leading specialist vendor of Incentive Compensation Management (ICM) software in Europe.

Practique's flagship software, INCA, is a web-based application which automates sales commission and bonus. [INCA](#) has been proven to drive sales performance, motivate employees and positively impact the business bottom line.

INCA is the Incentive Compensation Technology arm of Merced's Sales and Service Performance Management (SSPM) solution – In North America it is called Merced Incentive Management. Merced's SSPM solution manages Sales force and Service organisation performance across all customer facing operations of the business, ensuring customer satisfaction, loyalty and retention. SSPM solutions are transparent and proven to change employee behaviour with in-depth coaching and expert analytics.

INCA perfectly completes Merced's SSPM offering by strategically aligning employee incentives with corporate objectives and influences employee behaviour to achieve these goals. As a result the business is naturally more agile and able to react swiftly to market changes which in turn drives sales and delivers a rapid return on investment.

Together Practique and Merced offer the most comprehensive Sales and Service Performance Management solution on the market today and work with leading blue chip enterprise customers. Customers which have already implemented INCA include; The Carphone Warehouse, Orange, O₂, BT, Mazda, Royal Bank of Scotland and H3G.

Practique was founded in 1997 and was acquired in 2008 by Merced Systems. Practique is headquartered in the UK and operates as a wholly owned subsidiary of Merced, which is based in California with regional offices across the United States and Canada.

For more information, please visit <http://www.practique.co.uk>

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