



PRACTIQUE
A Merced Company

Practique announces Strategic Partnership with Sapiant

Partnership continues Practique's commitment to expanding its global Partner Alliance

Practique, Europe's leading provider of Enterprise Incentive Compensation Management (ICM) software solutions, today further extended its global partner network by naming Sapiant as a strategic alliance partner. The agreement will leverage Sapiant's strengths in programme management, business transformation and data migration, to align business, customer and technology goals in order to provide ongoing application support in combined geographies.

"There are natural parallels between Practique and Sapiant, making this a strong partnership. The agreement will not only leverage our combined domain expertise most notably in the telco and travel sectors, but more importantly it will capitalise on our inherent values with regard to the customer," said Jo Walker, Managing Director of Practique.

"Sapiant has a proven reputation for achieving client success at nearly three times the industry average and its culture is rooted in consistently delivering the right business results on time and on budget. We will work with one of Sapiant's service groups, Sapiant Consulting, which offers core services and a suite of solutions that deliver true business value to customers. Practique's philosophy directly mirrors this approach; our flagship application INCA is a world class software solution for supporting variable pay," Walker concluded.

Sapiant Consulting provides a range of services from business and IT strategy including process and systems design, package implementation, custom development and outsourcing services such as testing, maintenance and support.

"The customer is at the heart of Sapiant's business model and it is crucial that companies we partner with share this vision," said Dr. Matthias Ott, Director Technology at Sapiant.

"Practique's commitment to its customers is not just limited to the delivery stage; they work with them in an on-going capacity to accommodate changes as an organisation evolves. This complements Sapiant's business ethic and we look forward to working with Practique moving forward."



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 technology arm of Merced's Sales and Service Performance Management (SSPM) solution. Merced's SSPM solution manages employee 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 complements 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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