



PRACTIQUE
A Merced Company

‘Making Business Strategy a Reality’ – A Free Webinar hosted by Practique
Practique is Europe’s leading Incentive Compensation Management (ICM) vendor

Reducing business risk has always been high on the corporate agenda, but in today’s economic climate it is paramount. Incentive Compensation Management (ICM) software is designed to reduce business risk, drive sales and is proven to generate a rapid return on investment. The latest in a series of complimentary Webinars, hosted by Practique, demonstrates how visibility and control can easily be implemented to reduce business risk, with client examples of increased productivity, risk reduction and cost improvement against gross margin. **This Webinar will be held on Thursday 4th September at 10am GMT+**

Many organisations still rely on spreadsheets to calculate commission; however the results are not always transparent. ICM software such as Practique’s flagship application, INCA, is visible with a full audit trail allowing greater control over all financial transactions. The easy-to-create and deploy calculator function underpins the measurement against payment plans and enables accurate forecasting and reporting; the ability to react swiftly to competitor promotions and a change in direction for sales strategy.

Calculators are core to providing flexibility and business agility which most organisations lack. This webinar will offer examples of how clients have used calculators in INCA to control commission overspend, generate revenue, reduce admin and ultimately risk. This will be followed by a live product demonstration of the calculator building functionality within INCA.

Pre-registration is required to attend this 40 minute complimentary webinar. To register please click [here](#) or visit www.practique.co.uk/news2/events.htm.



About Pratique

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

Pratique'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 Pratique 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.

Pratique was founded in 1997 and was acquired in 2008 by Merced Systems. Pratique 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.

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