



PRACTIQUE
A Merced Company

Whitepaper:

Incentive Compensation Management Vendor Practique, puts the case for Best of breed vs. Enterprise.

Prepared by Practique Associates Limited the leading specialist vendor of Incentive Compensation Management software in Europe.

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Practique Whitepaper

email: sales@practique.co.uk
web: www.practique.co.uk
tel: 01344 354 988

Executive Summary

Today's organisations are looking for applications which offer greater scalability and functionality that can be deployed quickly and economically to ensure rapid ROI and maximum benefit. Until recently it has been a common perception that enterprise vendors, as a result of their resources and marketing reach, must surely offer solutions that reflect this demand. In reality, 'Best of Breed' companies are, by their very nature, specialists in their arena; but their focus gives the advantage of being flexible enough to react to market changes quickly and provide highly scalable 'expert' solutions.

The ICM Solution

ICM is gaining traction in the UK and Europe. ICM solutions, which sit within the broader Customer Relationship Management (CRM) portfolio, help organisations achieve operational efficiency and sales productivity improvements by giving greater visibility of the variable pay process to both payee and management. Practique is a Best of Breed player and is the author of INCA, its ICM software solution.

Best of Breed players are coming into their own according to Jo Walker, Managing Director of Practique, who comments "Enterprise organisations don't focus on the specifics of ICM, or offer the expertise to manage the complexities associated with variable pay. In our experience enterprise vendors will sell in modules that only partially meet the requirement, not a specialist solution because of their diverse product portfolio. To be effective an ICM implementation demands expert software combined with expert service delivery"

Business drivers for Best of Breed:

- Speed of delivery: Best of Breed has the advantage as implementation can be less than three months
- Best of Breed is service led, Practique adopts the attitude that 'your business is everything to us' unlike Enterprise which plays a more consultative role which states 'your business is only a small part of what we can offer/do'
- With expert applications there is greater control over the business process and greater flexibility with data and scheme remodelling. Larger Enterprise systems are more modular and have less functionality
- A Best of Breed system will help a business focus on a specific part of operations where working practice can be improved

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- Best of Breed produces an 'off the shelf' solution which is configured for each client, it is not just one size fits all
- Best of Breed offers scalability. The software can handle any amount of people on commission – there are no limits

Practique's INCA has been designed for the modelling, administration and analysis of global incentive schemes and it feeds seamlessly into organisations' payroll systems infrastructure. It provides control, accuracy and end-to-end visibility of compensation cost, as well as individual and team performance. It also enables organisations to monitor performance and introduce 'stretch targets' for high achieving employees.

INCA is quick to deploy and provides accurate forecasting capabilities and a full audit trail. INCA, by its very nature is Sarbanes-Oxley compliant and operates in multicurrencies and multiple languages.

INCA will help business achieve operational efficiency and cost control with a rapid return on investment, which is expected between six to eighteen months. Analysts Gartner report, 80 per cent of CEOs have declared their current objectives have shifted from cost cutting to revenue growth. The implementation of ICM will not only enable cost cutting but also help to achieve growth targets.

About Practique

Practique is the author of INCA an Incentive Management solution. This web-based software automates sales commission and bonus and is responsible for managing the commission of over 120,000 employees and channel partners across Europe every day.

Practique, a UK based organisation, is the leading specialist vendor of Incentive Compensation Management software in Europe. INCA is implemented in many forward thinking companies including O₂ in the UK and Germany, The Carphone Warehouse, Mazda, BT, Cable & Wireless, STA Travel and The Royal Bank of Scotland.

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