

**Roster Validation**

Compare ICM and Sales Planning rosters to identify potential validation errors.

**Track Territory Changes**

Compare your current and previous Sales Planning territory snapshots. Track changes every cycle.

**Transaction Validation**

Identify potential validation errors in your transactional data before you process it.

Accelerate Decision-Making and Improve Performance

Harness the power of your data to deliver upgraded insights.

For most sales and revenue teams, data is a constant struggle – and a top priority to improve. Sales data lives across multiple systems and often involves extensive manual intervention to consolidate and standardize formats coming from different teams. Integrating all relevant information and transforming it into timely, meaningful insights for stakeholders all across the business is an endless battle. This causes bottlenecks, misinformed and frustrated sales teams, and potential missed revenue opportunities.

Varicent's data management solution provides the flexibility, governance, and security to deliver data accuracy and transparency that efficiently fuels all go-to-market planning and sales execution efforts. Varicent's capabilities are designed specifically to manage the data needs for sales compensation programs, territories, quotas, seller performance, and more.

Empower business users to manage *role-critical data*

- » Fast, self-service data management designed for non-technical users
- » Intuitive data prep and cleansing with a no-code, drag and drop experience
- » Create data rules, mine for insights, and analyze data using natural language
- » Easy data integration with pre-built connectors to common source systems including Salesforce, Workday, Oracle, Tableau, Snowflake, and more
- » Transformation and integration templates simplify common data needs (matching, validating, forecasting, and more)

IT-led governance *drives collaboration and productivity* between technical and business users

- » Control data access and permissions to preserve ownership and preferences for all sales compensation, quota, and territory data
- » Reduce dependency on technical specialists for downstream data projects and transformations
- » Increase transparency and accountability with change history tracking across data sets and users

Data process and system performance is *simplified and optimized*

- » Dramatically reduce workload to prepare and import data from any source, in any format with speed and accuracy
- » Improve data integrity with layered quality checks, pattern recognition, and outlier identification
- » Minimize errors, even when consolidating from multiple sources, to auto-generate unique identifiers

Key Capabilities and Benefits



Better Performance, Simpler Maintenance

Improve performance when you remove disconnected, manual, error-prone processes related to data collection and prep. With an automated data management process, data is more accurate, and maintaining your systems is easier and more efficient.



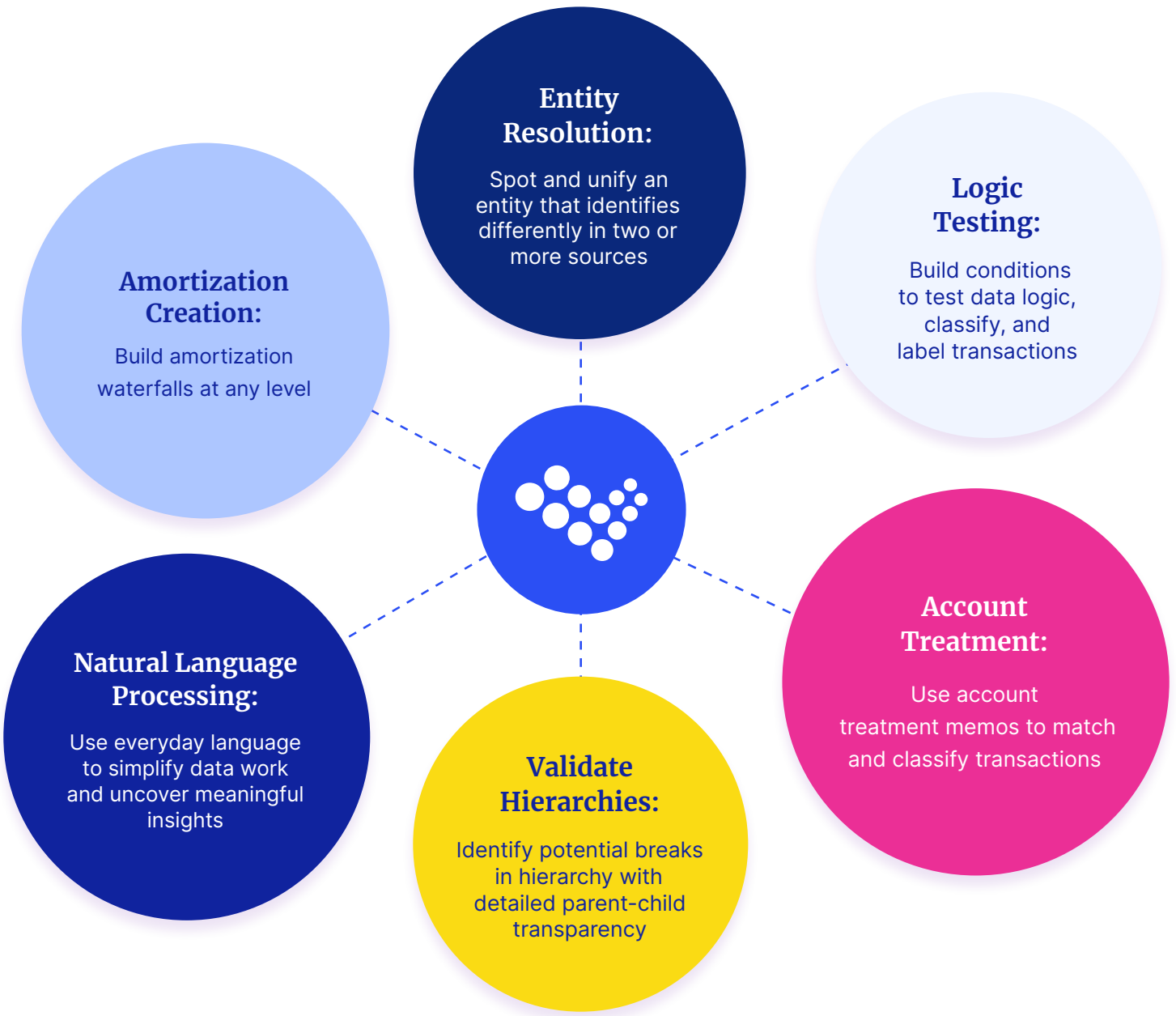
HR Data Integration & File Preparation

Ensure the accuracy of Human Resources data and avoid common errors like parent-child hierarchies and duplications in derived end or start dates. Drive more accurate and powerful reporting when combining clean HR data with other sales-related data.



Sales and CRM Data Integration

Enable all teams with a single view of data from multiple sources including transactions, sales, pipeline, and forecast data to ensure insights and decision-making is based on a consistent, consolidated picture.



Contact sales@varicent.com or your Customer Success Manager to set up an Ask the Expert session

Make Your Appointment



About Varicent™

Varicent is an award-winning SaaS company that helps businesses fuel growth. Its suite of solutions support a company's entire revenue journey, from results-driven planning and predictability to growth. With Varicent, companies worldwide can set smarter goals and territories to maximize revenue potential. Varicent enables teams with AI-driven insights to make better decisions and outdo previous performance, and to create incentive strategies that motivate the right behaviors to achieve revenue goals. For more information, visit www.varicent.com.



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