

# ACCELERATE

## Breakout Sessions Preview

These thought-provoking 45-minute sessions connect resilient growth strategies to execution. Hear from Varicent team members, customers, and partners to learn best practices, success stories, expert insights, and the state of Varicent offerings today and tomorrow.

### Innovations in Sales Compensation

Explore cutting-edge approaches to designing sales compensation plans that motivate and align your sales force with organizational goals.

#### Design Empowering Reports for Strategic Insights

Discover the latest enhancements in Presenter Adaptive objects and delve into design-first principles. This session unveils the art of the possible with samples, providing practical insights on how to apply these updates to your reports. Join us to collect new ideas, share feedback, and elevate your reporting capabilities.

#### Transforming Compensation Plans to Amplify Strategy

Unlock the potential of your Compensation Plan document as a communication tool. Learn strategies to amplify your Go-To-Market message, extracting clarity from what has become a complex legal document – and making it more of an engagement piece. Gain tips, tricks, and approaches to convey your strategy effectively while meeting legal requirements.

#### Safeguarding Growth - AI and Incentives Unite

Explore the transformative power of AI in compensation administration. Learn how advanced machine learning identifies and potentially prevents fraudulent activities, ensuring fair and transparent practices. Discover predictive modelling and outlier detection, seamlessly integrated with your Incentives application for proactive issue detection.

#### Navigating the Future of Incentives

Embark on a journey through the Incentives Roadmap. Understand the functional aspects that shape the future of incentives. Gain insights into upcoming features, enhancements, and industry trends that will drive resilient growth for your organization.

#### Varicent Incentives: Innovations to Drive Resilient Growth

Get a first look at our upcoming innovations for Varicent Incentives, and have the chance to provide your own feedback! Building on the success of our session last year in this interactive session, you will learn how to make your sales teams love the Varicent solutions. Don't miss out on participating in creating the future of Varicent Incentives. We'll release more details during Accelerate, so stay tuned!



## Effective Go-to-Market Planning and Management

Learn how to craft and execute go-to-market strategies that drive growth and adapt to changing market dynamics.

### **Transformation Spotlight: Customer Panel Discussion**

Discover how Varicent customers transformed their sales planning efforts with Varicent. Learn firsthand how these leading organizations reshaped the sales planning landscape for efficiency, transparency, and strategic alignment.

### **AI-Powered Go-to-Market Planning for Competitive Edge**

Explore how businesses can leverage AI for customer segmentation, personalized targeting, and accelerated market entry. Discover the competitive edge AI offers to illuminate and optimize your go-to-market approach.

### **Future-Ready Sales Planning: Roadmap Unveiled**

Get an exclusive look at Varicent's Sales Planning roadmap. Explore cutting-edge capabilities to jumpstart or empower your sales planning processes for success - wherever you're at in your journey.

### **Crafting an Agile Go-to-Market: Scenario-Based Strategies**

Learn the role of scenario planning in crafting agile go-to-market strategies. Discover how businesses can anticipate market shifts and proactively adjust their approach for sustained success.

### **Visualizing Success: Territory Optimization Insight**

Unlock the potential of visual mapping and optimization to maximize territory potential. Showcase real case scenarios, highlighting the power of visualizations and AI-driven optimization tools for effective territory creation and optimization.



**Secure your spot! Register now at**  
**[accelerate.varicent.com](https://accelerate.varicent.com)**



## Data and Analytics Excellence

Discover the transformative potential of AI in sales, from enhancing sales performance to providing powerful tools for sales professionals.

### **Boost Your Performance with Incentives Best Practices**

Flexibility is often at the expense of efficiency. While it is valuable to be able to build calcs and reports in many different ways, it is often difficult to know the best way. In this session, we will walk through best practices and performance tuning exercises that we've learned from customer engagements. Attendees can learn techniques that can be applied within their own organizations.

### **Data Flow Mapping: Visualize and Enhance Your Data Journey**

Optimizing the transformation of your data inputs can often be a daunting task, but the cost and time savings can be significant. In this interactive session, you'll get a chance to visualize your data workflows alongside design experts, and identify areas of improvement and enhancement.

### **Unlocking Uncertainty: Improve Your Forecasting with Monte Carlo Simulations**

Forecasting key outcomes, like revenue attainment or compensation spend, is critical, but most organizations acknowledge that this is an area for improvement. Though seemingly counter-intuitive, Monte Carlo simulations use randomness to help forecast outcomes more accurately. In this session, you'll learn about how it works (both theoretically and practically), and how to potentially apply this technique in your organization.

### **Tangible AI: Realize Value Today Using Varicent Advanced Analytics**

Cut through the AI noise and the hype, and learn how Varicent's AI capabilities can be deployed today. In this session, you'll learn about how Varicent AI can help make more informed decisions via real customer examples, and demonstrations of the capabilities in action.



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