



From Idea to Impact

Bringing AI into your SPM Investment

Varicent Unlock – Boston

May 28, 2026

Contents

- Building a Faster Carriage
- GTM + SPM Governance
- Applied AI for SPM – Establishing the Roadmap
- The Future of AI-Enabled SPM

Introductions



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The Late 19th Century



19th Century Backbone

Craft Origins →
Scaled Industry

Broad Product &
Labor Base



Early 1920's

Building a Faster Carriage

FASTER CARRIAGE



- AI speeds up our existing workflows
- Value incrementally delivered
- Efficiency improves; but the model (generally) does not change

THE CAR



- AI is embedded programmatically
- Decisions are unified across the platform
- Humans govern; the "system" orchestrates

You must do both – you can't just wait for the Car.

Argano's POV: Applied AI Principles



Framing

AI only creates value when it is grounded in clean data, integrated platforms, and real business use cases.



Data-first, always

AI starts with a strong data foundation. Most clients fail because data is fragmented, low quality, or siloed across ERP, CRM, and ops systems. Fix that first.



Enterprise-grade, anti-hallucination

Emphasis on governed data, explainability, and minimizing hallucinations.



From pilots to production

Customers are done with AI POCs. Argano focuses on moving AI into repeatable, scalable production use with measurable business outcomes.



AI tied to decisions, not hype

AI must support decision intelligence, forecasting, scenario analysis, and "what-if" modeling - not vanity dashboards.

SPM FIRST

RESULTS DELIVERED

Argano's POV: GTM + SPM Governance Model



C-Suite (CEO, CFO, CIO)

Finance Planners

Tech Stack

Financial Targets

Business Objectives

Overall Strategy

Strategize

FP&A

Revenue Designers

Comp Designers

Quota Allocation

Communication

Capacity Plan

Cost Model

Coverage Model

Plan Design

GTM Strategy

Pay Strategy

Plan

HCM - SPM

Managers

Sellers

Comp Ops

Revenue Ops

Coaching

Opportunity Mgmt.

Lead Generation

Enablement

Inquiry Mgmt.

Audit

Incentive Mgmt.

Data Mgmt.

Run

CRM - ERP - SPM

Build

Seller Process

Manager Process

Pipeline Tracking

Order Tracking

Data Integration

Comp Plans

Dashboards

Workflows

CRM Developers

ERP Developers

Comp Developers

Managers

Sellers

Operators

Designers

GTM Performance

Team Performance

Ind. Performance

GTM Effectiveness

Prog. Effectiveness

Plan Effectiveness

Analyze

CRM - SPM

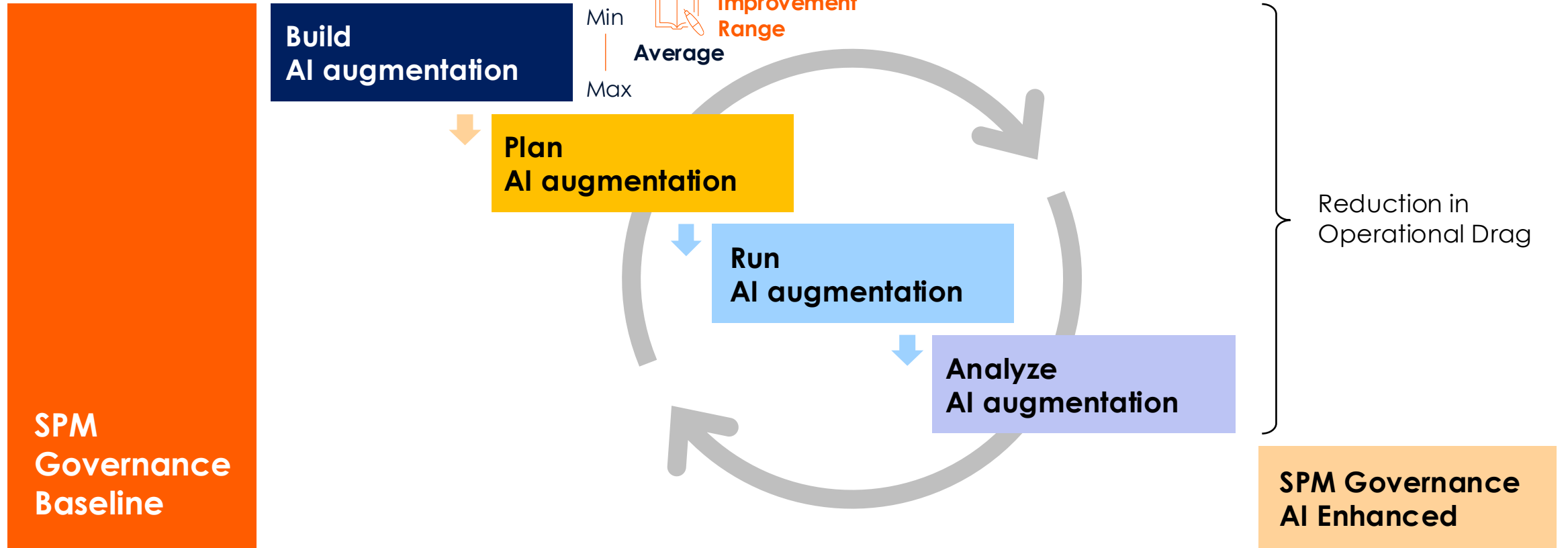
Technology

Process

People



North Star KPI: TCOD (or Operational Drag)



5-YEAR TIMELINE

01

Build: Current AI + Dev Impact



AI
auto-draft and review Business Requirements Document (BRD)

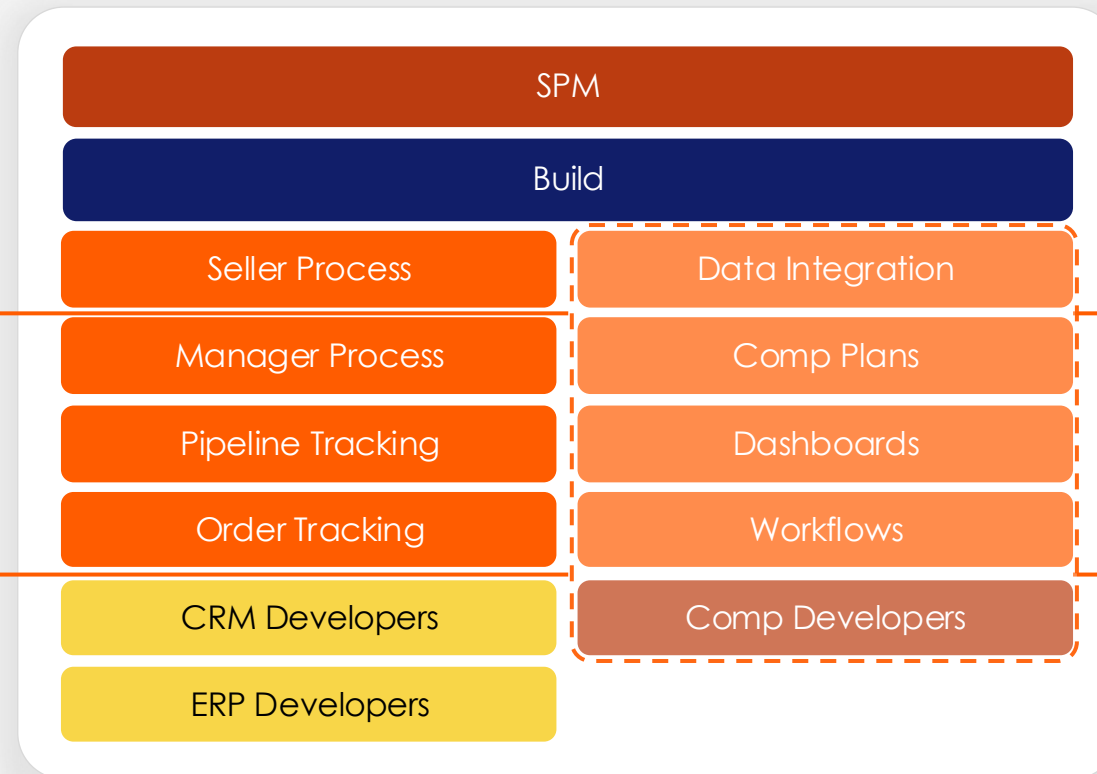
IMPACT
up to 40% less human effort

VALUE
up to 94 hours saved on a 2,345h ICM implementation project (3 BU, 10 plans, ~200 payees)

AI
generate comprehensive test scenarios, test cases and synthetic test data as per the business requirements

IMPACT
20% to 44% less human effort during QA

VALUE
160 to 353 hours saved on 800h QA and UAT testing cycle



AI
build/co-build data transformations, document, unit test and visualize

IMPACT
5% to 40% less human effort

VALUE
87 to 698 hours saved on a 1,745h SP project with 8 data pipes

AI
co-design & co-build plan rules, ensuring requirements and best practices alignment

IMPACT
10% to 50% less human effort

VALUE
70 to 352 hours saved on a 2,345h ICM implementation project (3 BU, 10 plans, ~200 payees)

02

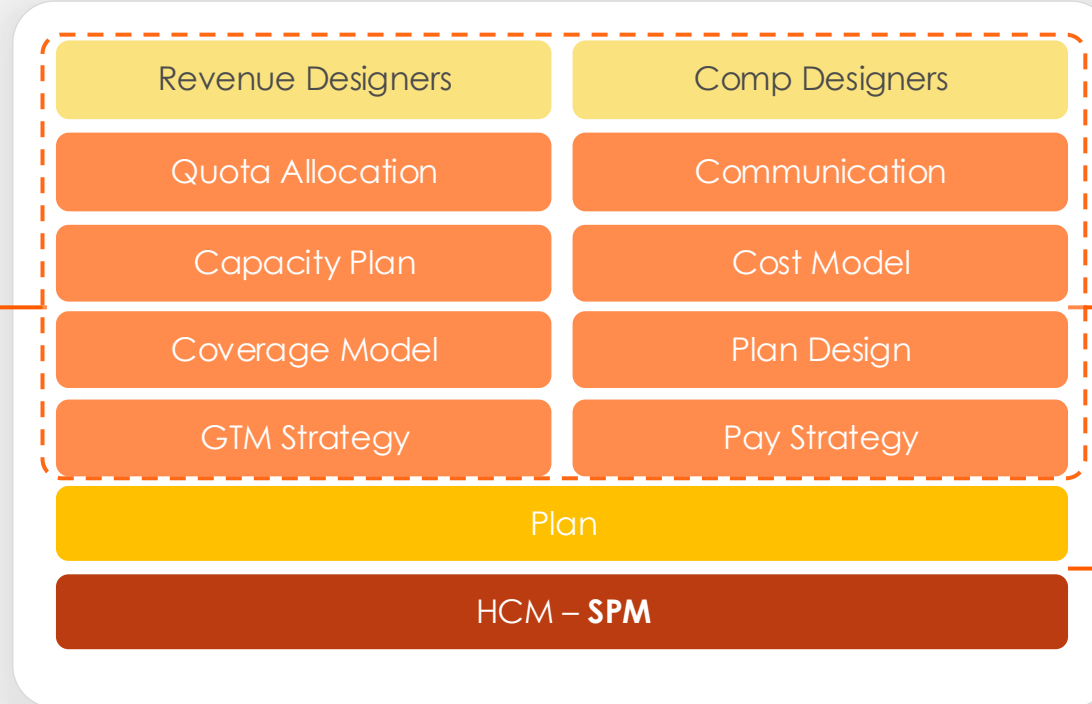
Plan: Current AI + Ops Impact



AI
Leverage AI modeling for segmentation, plan territories, scenario modeling & comparison, data cleansing, pipeline edits, visualization

IMPACT
20% to 40% less human effort

VALUE
between 110 to 220 hours saved (3 BUs, ~300 population, 82 territories, 14 quota components)



AI
Quarterly Calibration AI support (move territories & accounts, recreate segments & allocations)

IMPACT
40% to 60% less human effort

VALUE
60 to 90 hours saved on a typical quarterly alignment due to cleaner data structures, easy modeling and task support

AI
Model plans, compare, document and communication support

IMPACT
20% to 40% less human effort

VALUE
between 16 to 32 hours saved (10 plans, 14 components, medium complexity)

03

Run: Current AI + Ops Impact



AI

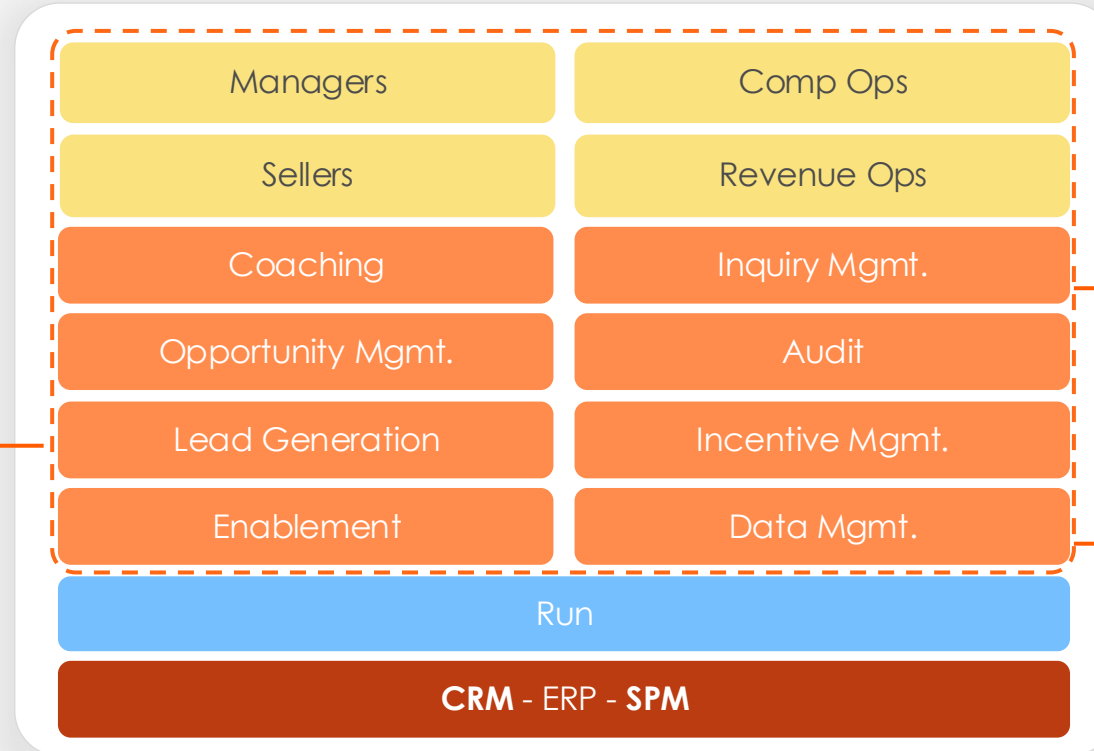
DealFocus AI: unifies CRM pipeline data, compensation data, and AI insights into a single Seller Success Dashboard and ranks opportunities by incentive impact

IMPACT

Reduces manual pipeline admin and keep the pipeline review view centralized and continuously up to date

Value

~80% - 90% less time spent by sellers and managers on pipeline admin (data collection, cross-system checks, and prep)



AI

Ingests seller questions in natural language, auto-generates responses for common subject or route for exceptions

IMPACT

reduce "manual comp checks", documentations and data checks, response drafting and overall inquiry management time

Value

saves 25% - 65% time (105h/273h) for 10 inquiries/month

AI

Operational Friction AI support (data/logic troubleshooting, visualization, fixes)

IMPACT

20% to 30% less human effort

Value

59 to 297 hours saved on a 593h incentive comp implementation project (7 plans, 13 components, ~1k payees)

04

Analyze: Current AI + Ops Impact



AI

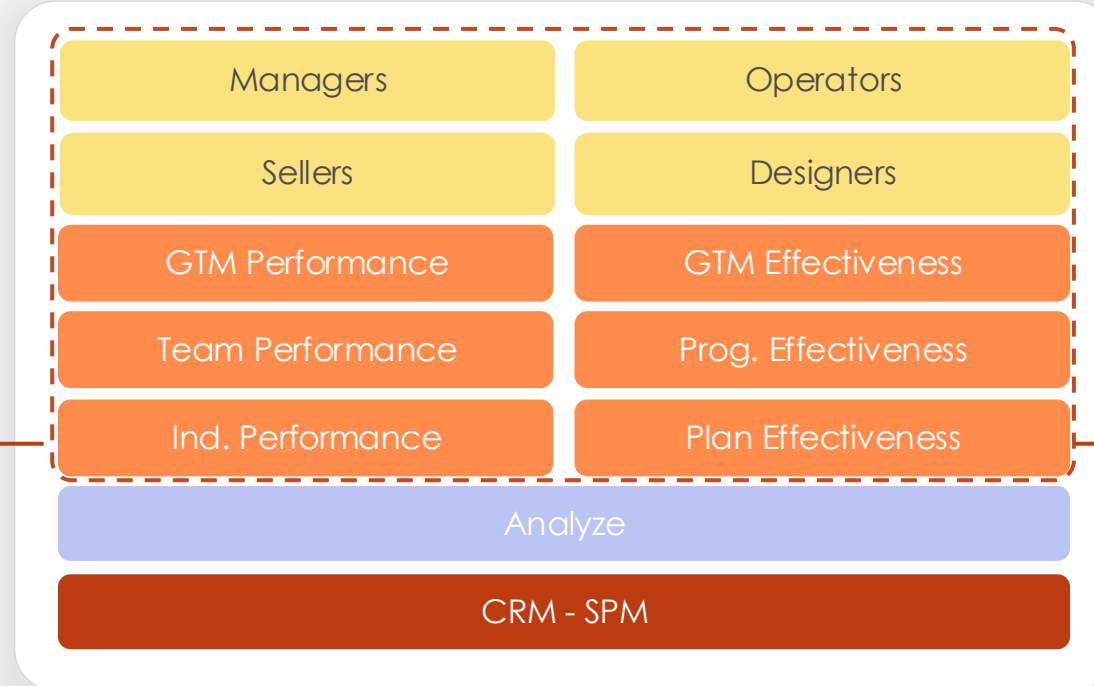
Type queries in plan language to build data pipes, transformations and dashboards (pay vs. performance, attainment distribution, measure analysis, etc.)

IMPACT

30% to 50% less human effort

Value

between 108 to 180 hours saved annually building data models and visualizations manually



AI

Ingest multiple datasets, analyze historical inquiry trends, and cross-reference emails to identify patterns and gaps

IMPACT

50% to 70% less human effort

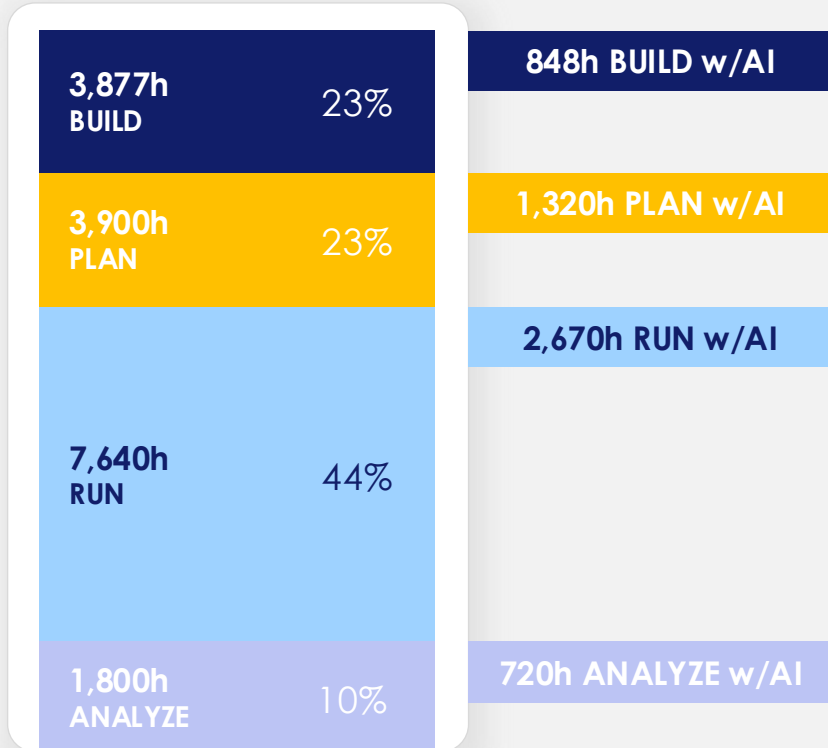
Value

between 180 to 252 hours saved annually on raw data synthesis and pattern identification

AI Value Realization: Cumulative OD Reduction



SPM Governance
Baseline: 17.2Kh



848h BUILD w/AI

1,320h PLAN w/AI

2,670h RUN w/AI

720h ANALYZE w/AI

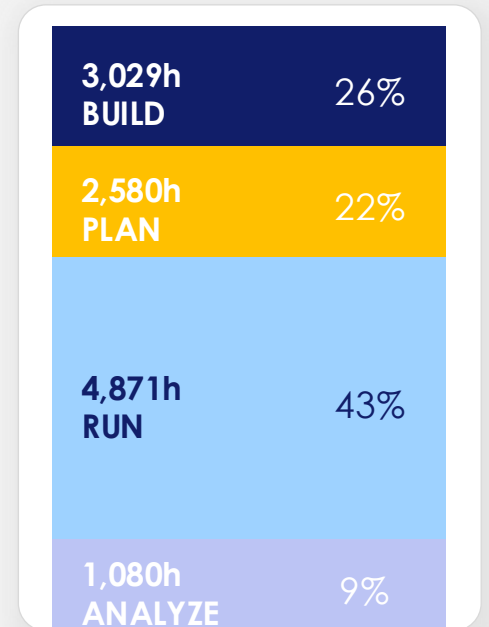
TOTAL OD REDUCTION

5,558h

32%

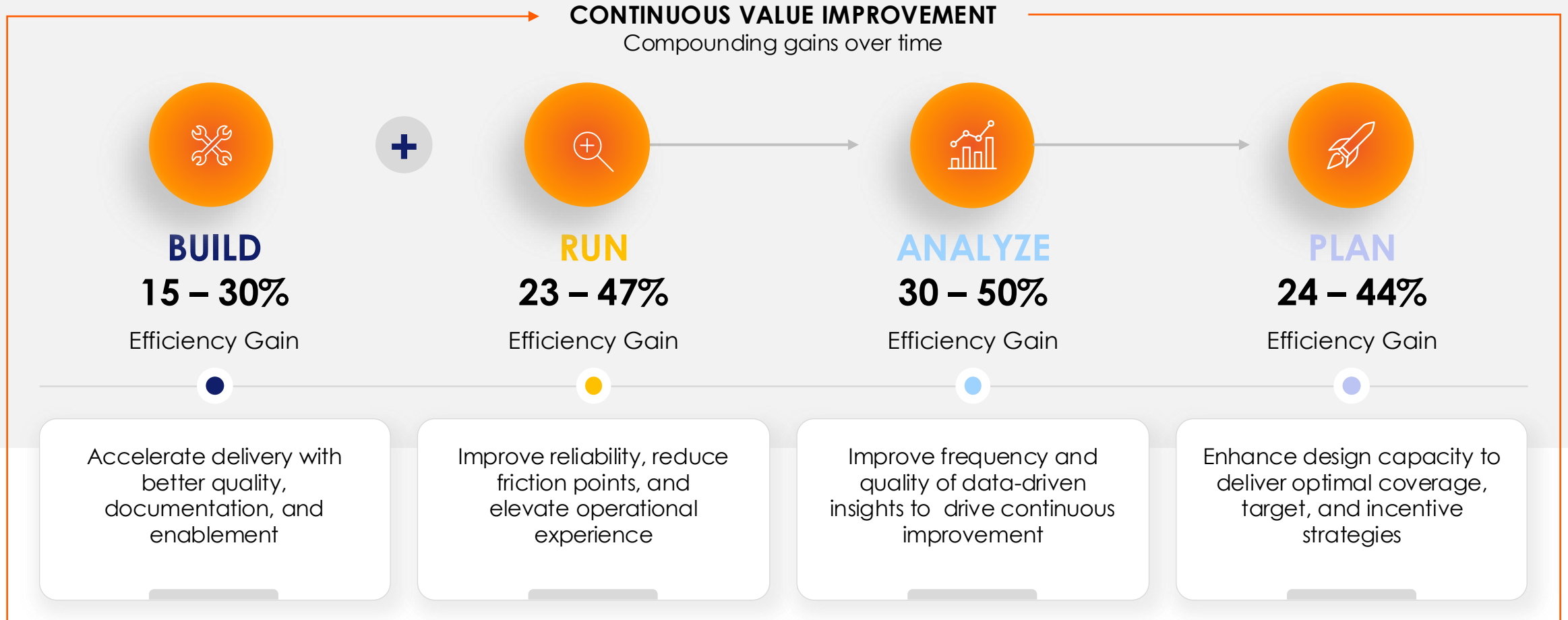
BIGGEST IMPACT:
RUN (48% of total reduction)

SPM Governance
AI Enhanced: 11.7Kh



5-year Timeline

AI Value Realization: The Roadmap



The Car: Stage 1



AI

First-Pass Engine

Fast, consistent, always-on



Work Across the Comp Lifecycle

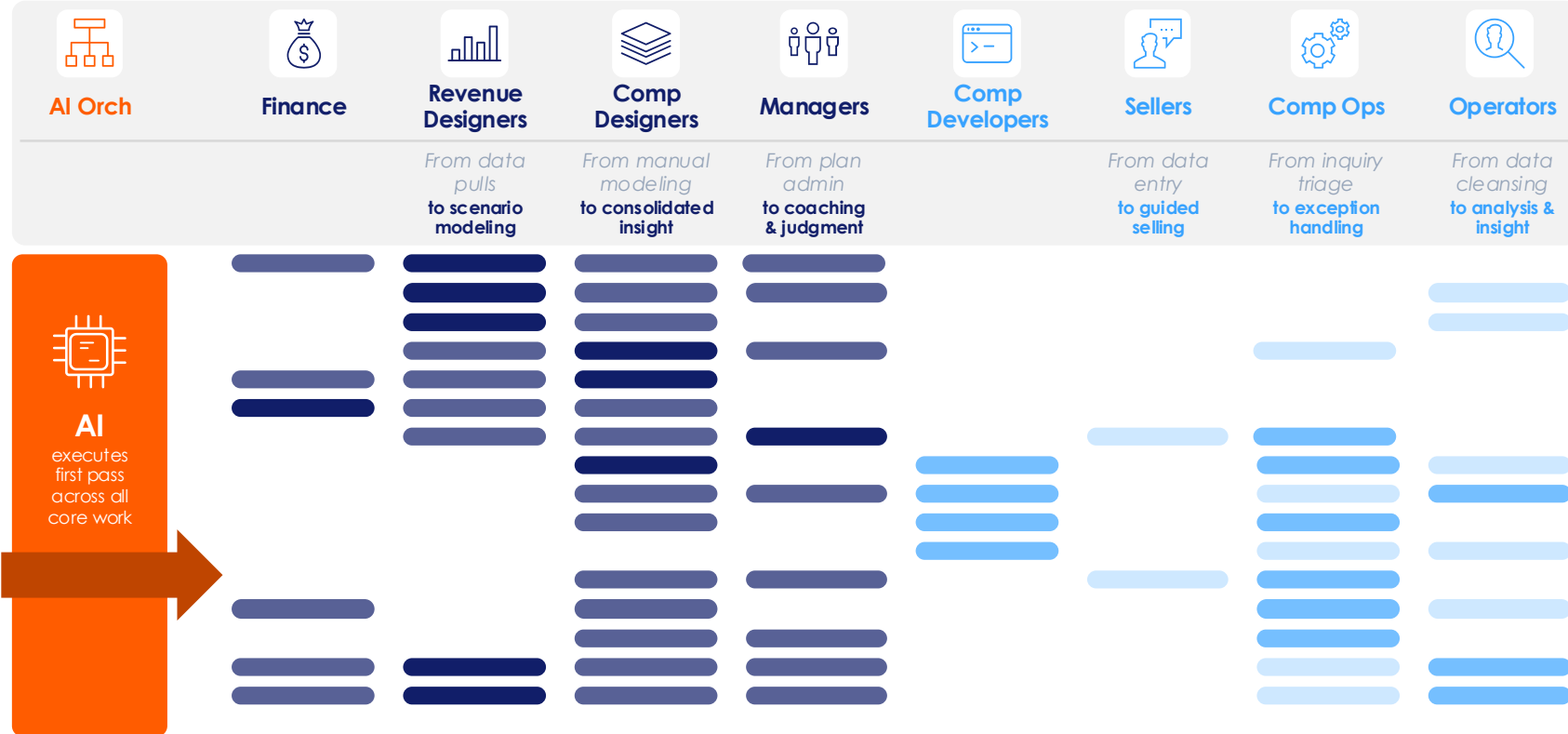
- Quota Allocation
- Capacity Plan
- Coverage Model
- Plan Design
- Pay Strategy
- Cost Model
- Plan Communication
- Comp Plan Config
- Dashboards
- Workflows
- Data Integration
- Inquiry Mgmt
- Audit
- Incentive Mgmt
- Plan Effectiveness
- Program Effectiveness

FROM EXECUTION

Doing the work

TO OVERSIGHT

Shaping the work



NEW

AI Governance Steward

Accountable sign-off on AI output

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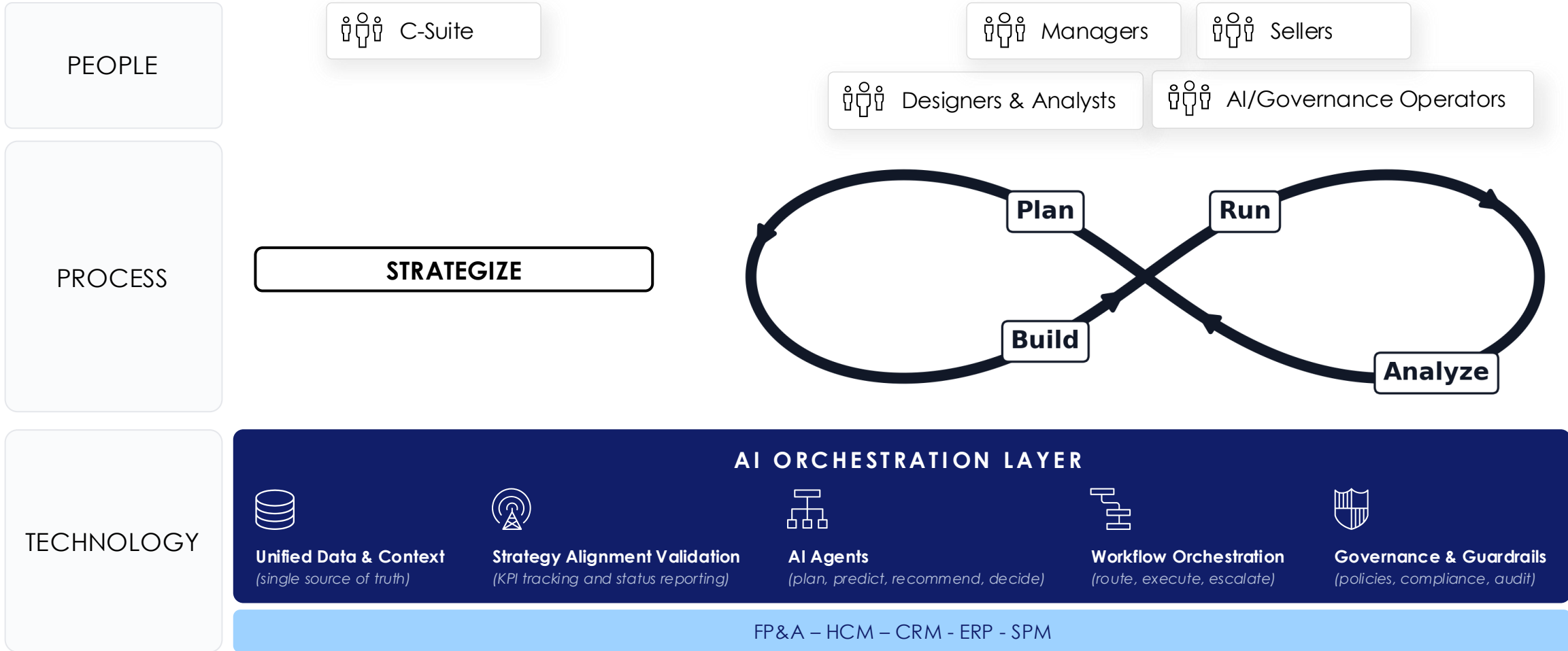
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- Strategic Impact**
Better decisions
- Human Elevation**
From doing to deciding
- Accountability**
Governed AI, trusted outcomes
- Business Outcome**
Faster cycles, higher performance

The Car: Stage 2



AI Value Realization: The Roadmap



A unified operating model that combines managed services, AI automation, proactive advisory, maintenance, governance, and continuous optimization – delivered as one structured engagement.

What Makes It Different



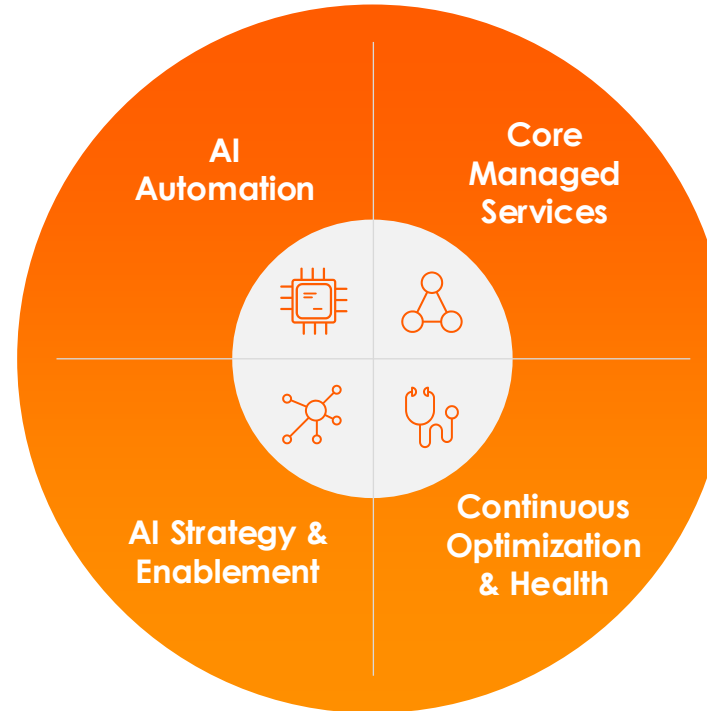
Proactive, continuous support model

AI embedded into day-to-day SPM operations

Advisory, operations, and optimization delivered together

- **AI Test Case Builder**
- **AI Test Data Builder**
- **Regression Testing Tool**
- Plan Validator
- Outlier Analyzer
- Benchmarking
- Log Analytics
- **AI Deal Guidance App**

- **AI Enablement Strategy**
- Use Case Identification
- **Agentic Feature Deployment**
- Custom AI App Development
- **Executive Advisory**



- Production & Admin Support
- Plan Changes & Enhancements
- Payroll Support
- Training & Enablement
- Technical Advisory

- **SPM Model Health Check**
- **Data Integration Health Check**
- Usage & Adoption Audit
- **Governance & Compliance**
- Reviews
- Expert Feature Recommendations
- Process Improvement
- Workshops



Thank you!

