

# How Tektronix Motivates Seller Performance with Varicent ICM

Tektronix has a global footprint, with more than 72 years in the test and measurement industry. Tektronix designs and manufactures solutions that help engineers break through the walls of complexity and accelerate global innovation in many areas, such as health, communications, mobility, and space.

## The Challenge

Tektronix compensates its global salesforce, marketing, and business development teams through a mix of salary and incentive commissions. While Tektronix operates a central compensation plan and structure, implementation in each region relied on different underlying systems, two of which were no longer supported by the vendors.

Salespeople, too, felt the effects of the regional differences. For example, in Europe, sellers could view the commission calculations at the transaction level, whereas US salespeople could only see weekly reports, sent by email.

Running disparate systems made it difficult for Tektronix to understand performance of its global sales teams, the commissions paid, and how these related to the sales targets across the enterprise. With data trapped in independent systems, managers had to dig to obtain accurate figures.

Peter Griffiths, Director of Worldwide Sales Operations at Tektronix, comments, "In our industry, good salespeople are hard to find, and we invest significantly in their training and development. Motivating and engaging them is very important to the success of our business."

**We anticipate that Varicent will deliver great engagement with our global sales teams as Tektronix continues to grow.**

Peter Griffiths, Director,  
Worldwide Sales Operations, Tektronix

## Tektronix®

**Industry**  
Manufacturing

**Size**  
Mid-Market

**Geography**  
Global

**Product**  
Incentive  
Compensation  
Management (ICM)

## Results

### Streamline the system

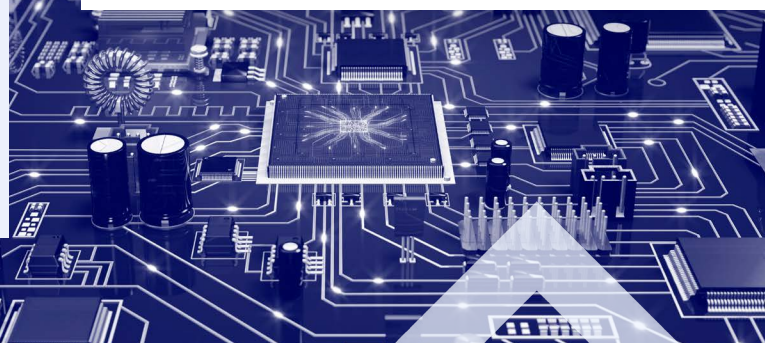
Salespeople have full visibility of how their compensation is calculated, which eliminates the need for them to keep track of it manually. Regardless of location, all salespeople now enjoy the same user experience, with web portal access to real-time data.

### Save countless hours

The company no longer maintains multiple on-premise solutions, and changes to compensation plans can be implemented in hours, not weeks for the global workforce.

### Turn insights into action

Varicent ICM provides a centralized data store allowing for an easy no-code solution to connect, transform and activate insights into action. Tektronix understand salespeople's motivations and guide the business to further success.



## The Transformation

Tektronix selected Varicent ICM based on its wide range of capabilities and the advantages of choosing a cloud-based solution, which would free Tektronix from the expense and complexity of deploying servers at multiple offices.

Here are four reasons why Tektronix partnered with Varicent.

### **Streamline incentive processing across the globe.**

Moving to the cloud-based Varicent ICM solution helped Tektronix eliminate the cost and complexity of managing and maintaining multiple on-premise solutions, and removed the business risk of unsupported systems. Changes to compensation plans can be implemented once, centrally, within hours instead of weeks.

### **Reduce friction with automated workflows.**

Regardless of location, all salespeople now enjoy the same user experience, with simple web portal access to real-time data that automatically calculates their commissions and shows them at the transaction level how those commissions were generated.

### **Adapt strategy on a dime.**

Varicent delivers near real-time reporting, with greater visibility of payments and performance. The team can run worldwide reports based on valid data from every sales office, helping to understand how the global commissions systems are working, the commercial impact, and how the plans could be improved.

### **Understand and motivate seller performance.**

Critically, Varicent provides the data to help Tektronix to understand salespeople's motivations, to guide the business to further commercial success. Maneesh Gupta, Managing Partner of Spectrum Technologies, comments, "Varicent SPM allowed us to build a multi-layer, data-driven engine that met very complex rules. Tektronix retained laser-sharp focus, which ensured that the project went live on schedule, within budget."

## The Results

With Global rollouts in India, North America, and Europe complete, Tektronix is onboarding its remaining sales teams to Varicent ICM. When these users come on board, the company will have a single, central way to manage, view and administer its commission plans.

Peter concludes, "With Varicent, we have a single, global solution, helping us to motivate our salespeople and understand our performance. We anticipate that Varicent will deliver great engagement with our global sales teams as Tektronix continues to grow."

[\*\*Learn more by contacting one of our trusted advisers.\*\*](#)

**With Varicent Sales Performance Management we have a global, single solution, helping us to motivate salespeople with live data while managers gain insight and understanding into sales figures and performance.**

**Peter Griffiths, Director,  
Worldwide Sales Operations, Tektronix**



## Key Takeaways

### Remove friction

Running disparate systems with a mix of data sources made it difficult for Tektronix to understand sales performance, the commissions paid, and how these related to sales targets across the enterprise. Varicent ICM reduces central overhead costs, streamlines automated reporting, and an essential one-stop shop that could be used to manage and understand team compensation plans.

### Reveal actionable insights

Varicent ICM provides the ability to connect, transform and activate the data to help Tektronix understand its salespeople's motivations and to guide the business to further commercial success. Tektronix built a multi-layer, data-driven engine that met complex rules, all within schedule and budget.

### Transparency leads to efficiency

The central compensation management team no longer runs reports and emails PDFs; salespeople have full visibility of their own figures, which eliminates any need for them to keep track of their compensation manually and helps to increase motivation.

**Varicent Incentive Compensation Management removes friction from sales compensation, enables you to adapt strategy to stay in step with the market and provides you with actionable insights to outdo past performance.**

**Learn more about how Varicent can help you and your teams.**

**Book a demo today**

