

## Customer Success Story

# How Siemens Healthineers Proactively Drives Growth with Varicent Incentives

Siemens Healthineers specializes in helping healthcare providers worldwide to deliver high-quality patient care in an affordable manner. Its technology helps treat 209,000 patients every hour and influences over 70 percent of critical clinical decisions

## The Challenge

The sales cycle at Siemens Healthineers can last for months and even years. To keep sellers motivated, it's vital that each salesperson is properly rewarded for the time and effort they dedicate to a deal.

The company managed incentive compensation using a homegrown solution that was becoming increasingly cumbersome to manage. Limited personnel were trained to maintain the system, and upgrades were time-consuming.

Siemens Healthineers were looking for a more efficient and transparent solution.

“**Varicent Incentives Compensation Management will *help us transform our approach to compensation.***”

**Erwin Merkel**, Director of IT,  
Siemens Healthineers

### Industry

Healthcare

### Size

Enterprise

### Geography

Europe

### Product

Varicent Incentives

## Results

### Save time

Varicent Incentives is an efficient solution for Siemens Healthineers that integrated well with its ERP system. Unlike the old system, Varicent Incentives automates compensation calculations in real time.

### Increase transparency

Varicent Incentives' cloud-based portal provides a flexible solution that is easy to use for both salespeople and the finance teams. Sellers see how their commission pay is calculated in detail and can easily resolve inaccuracies.

### Proactively drive sales

Varicent Incentives enables Siemens Healthineers to regularly modify its incentive plans to better align corporate strategy. Payments can be analyzed quickly and easily.

## The Transformation

After reviewing proposals from several vendors, Siemens Healthineers chose Varicent Incentives as the strongest solution. Erwin Merkel, Director of IT at Siemens Healthineers, explains: “We are currently working to deploy a new ERP system, so it was vital that we chose a sales performance management solution that could be integrated with our new ERP system once it went live. We selected Varicent because it offered much greater flexibility than the competing solutions we examined.”

Here are three more reasons why Siemens Healthineers chose Varicent Incentives:

### Enjoy best-in-class service and support

Varicent provided local support during the implementation, with Varicent Business Partner, Lanshore LLC, delivering offshore consulting services. “The implementation went very smoothly, and we completed the deployment within a tight budget,” recalls Erwin. “Siemens Healthineers and Varicent people worked together as a single team and forged close relationships. The Varicent consultants demonstrated an in-depth knowledge of the Sales Performance Management software and a strong commitment to delivering a solution that would provide us with real business value.”

### Simplify compliance

The finance team at Siemens Healthineers uses Varicent to calculate commission for around 130 salespeople in Germany. The solution maintains a full track record of payments and calculations, simplifying compliance with regulations around bonus schemes.


### Give sellers visibility into payments

Salespeople have full visibility of how their commission is calculated via a new web portal in Varicent, enabling them to drill down to view bonuses for each deal they close. If sellers have questions or think a payment is incorrect, they can send questions via the portal to a finance person and receive a prompt response to their inquiry.

## The Results

Varicent Incentives provides Siemens Healthineers with a robust, highly automated way of calculating compensation for salespeople. If the finance team needs to make manual adjustments or corrections, the changes can be completed more transparently compared to the previous system.

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In the future it will be *easier to update our commission plans* to better align sellers' efforts with overall company strategy, steering sales in a proactive manner. *The Varicent solution will enable us to analyze payments quickly, easily, and at a granular level*, helping to derive decisions about the new plans.

**Erwin Merkel**, Director of IT,  
Siemens Healthineers



## Key Takeaways

### Scale for the future

Building on its success, Siemens Healthineers plans to roll out the solution to other types of salespeople and into other countries. Erwin explains: “Varicent will help us transform our approach to compensation. In future, we hope to expand this to the next level — by using the sales performance management system in more types of sales and across borders.”

### Streamline compensation management

Salespeople now have visibility to their automated commission calculations, and the company can easily update their commission plans to better align with the overall company strategy. Payments can be analyzed quickly, and if needed, the finance team can make adjustments in a transparent manner.

**Varicent Incentives empowers teams to use compensation more strategically to drive revenue growth, amplify their commercial strategy, and improve efficiency across their organizations.**

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

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