



Customer Success Story



**BlueCross
BlueShield**

“Automating sales compensation has transformed how we manage our commissions, saving our organization time, money, and allowing me to sleep at night.” ”

Angie Nunley, Financial Analyst



Customer Success Story

Company Profile

BlueCross BlueShield of Tennessee

is an independent, not-for-profit, locally governed health plan company. Also part of the BlueCross BlueShield Association, a nationwide association of health care plans.

Company Size: **Large Enterprise**

Industry: **Health Care**

About Iconixx

Iconixx offers an enterprise-class sales performance management solution enabling organizations to align their corporate strategy and planning with sales execution. Organizations are able to budget and plan more efficiently, increase sales productivity, improve overall profitability by automating, analyzing and optimizing commission and incentive processes with Iconixx.

Before Iconixx

Experienced the following challenges:

- › Manual calculations
- › Inaccurate payouts
- › Time spent on processing payments

Purchased a Sales Compensation Management solution for the following

- › Increasing agility in compensation plan design and change, a
- › Allows greater flexibility to respond to market changes and competitive situations

After Iconixx

Chose Iconixx over the competition for the following reasons:

- › Flexibility
- › Processing speed and ability to scale
- › Reporting / Analytics

Likes the following about Iconixx

- › Modeling,
- › Forecasting
- › Planning

Benefit with the highest positive impact to the organization:

- › Compliance (SOX, GAAP, ASC 606)

Other benefits since partnering with Iconixx:

- › The efficiency of commission payouts