



ICONIX

Customer Success Story



SEAGULL
SCIENTIFIC

“Iconixx has provided greater insight and transparency into our incentive compensation program which has helped to grow trust between sales and accounting.”

Wayne Burns, Controller



Customer Success Story

Company Profile

Seagull Scientific enables organizations around the world to improve safety, security, efficiency and compliance by creating and automating labels, barcodes, RFID tags, plastic cards and more.

Company Size: **Medium Enterprise**

Industry: **Computer Software**

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 within Excel
- › Lack of visibility for sales reps with payout calculations
- › Too much time spent on processing payments

Purchased a Sales Compensation Management solution for the following:

- › Driving increased sales rep performance with alignment of compensation to corporate goals and objectives
- › Increase transparency to compensation, reducing disputes

After Iconixx

Chose Iconixx over the competition for the following reasons:

- › Ease-of-use
- › Flexibility
- › Processing speed and the ability to scale

Likes the following about Iconixx:

- › Flexibility
- › Dashboards

Benefits with the highest positive impact to the organization:

- › Better visibility to sales reps

"An incentive plan is only as good as the participants understanding of the incentive plan. Giving the sales team timely insights into how their actions result in incentive compensation certainly impacts its effectiveness."

Wayne Burns, Controller