RAID Incentives
Datasheet

RAID

weDo
technologies
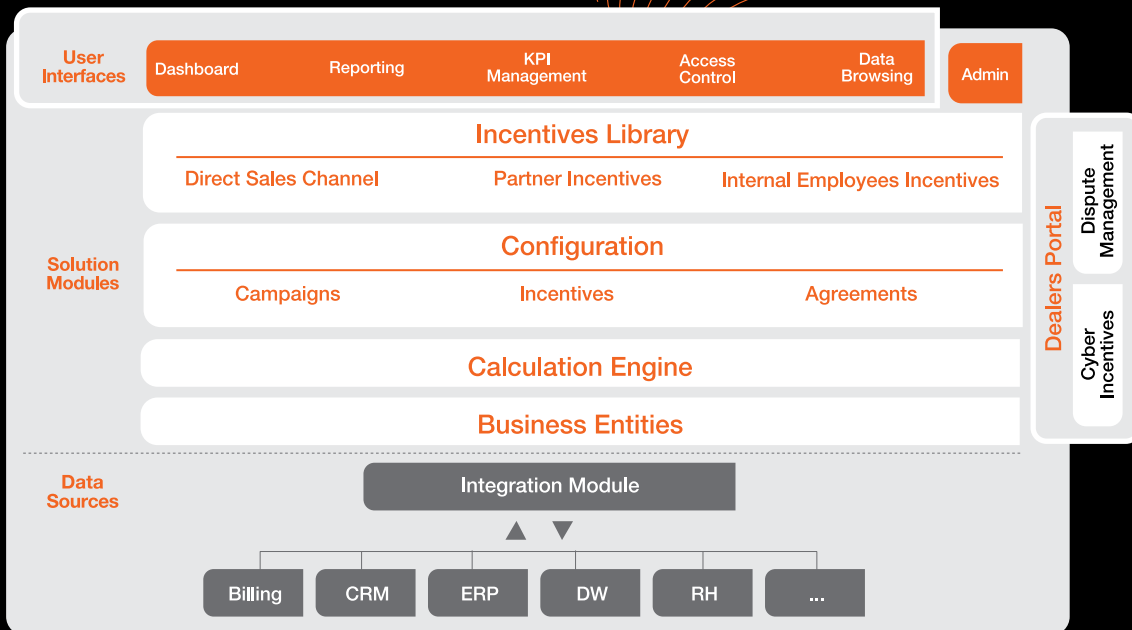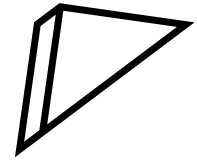
Know the unknown...

Deploy targeted incentives and commission programs to drive sales execution.

RAID
INCENTIVES

User Interfaces

| Dashboard | Reporting | KPI Management | Access Control | Data Browsing | Admin |

Solution Modules

Incentives Library

| Direct Sales Channel | Partner Incentives | Internal Employees Incentives |

Configuration

| Campaigns | Incentives | Agreements |

Calculation Engine

Business Entities

Dealers Portal

Dispute Management

Cyber Incentives

Data Sources

Integration Module

| Billing | CRM | ERP | DW | RH | ... |

RAID Incentives solution architecture

About RAID Incentives

As CSPs increase the number of products and services they offer to the market, effective management and monitoring of dealer and sales channel commissioning has become a major challenge. Moreover, the value of each customer has risen since competition has become more aggressive, making customer retention and lifetime value even more imperative.

For CSPs, the key to success lies in building closer, more efficient relationships with indirect sales channel partners. That means working with dealers to improve their ability to sell products, as well as to attract and retain customers.

Considering the telecom industry's notorious churn rate, service providers need to be able to implement distinct commissioning provisions for activated services, billed services, payments received, or for customers still active after a certain time.

The best way to manage a multiple-dealer environment is through the use of software for dealer incentive management that is capable of handling compensation processes, providing broader metrics and analytics, while it reduces inefficiencies, fraud and expenses, and at the same time provides high-quality visibility regarding potentially commissionable events during the entire customer lifecycle.

RAID Incentives is WeDo Technologies' software solution to cover the complete cycle of incentive management, from the definition and configuration of the compensation plan to the calculation and payment phase.

Marketing and sales teams can easily create, monitor and administer pay-for-performance programs, since the solution makes it easy to design the most complex compensation program rules based on business needs.

Additionally, the partners' portal feature ensures that every person throughout the channel – including employees, partners, and managers – has clear visibility into both earned and expected incentives and commissions.

RAID Incentives introduces new levels of efficiency and enhances transparency during the management of the relations between CSPs and their dealers. Moreover, it strengthens dealer loyalty, increases efficiency by increasing the automation of processes, reduces costs, and boosts sales, while reducing the time to market.

Incentives Management Features

With tighter and tighter time-to-market deadlines, where new commission plans often get first priority, sales and marketing teams need to stay fully independent from IT departments for the definition of a new service commissioning structure.

To address the change of pace in sales and marketing departments and accelerate the go-to-market strategies, RAID Incentives delivers the ability to easily design, administer and optimize compensation plans, through an easy-to-use, web-based interface.

Resorting to a simple, yet powerful rule-editing wizard both teams can easily create and configure the commission plan rules and variables without the need for complex code-writing or in-depth technical knowledge.

Furthermore, RAID Incentives brings the incentive management plan creation and configuration to the next level of simplicity, by providing a wide range of pre-built incentive types tailored to meet the specific needs of Communications Service Providers. These pre-built incentive types are provided out-of-the-box and require only smooth configuration to adapt to the specific conditions and variables of each implementation. Compensation models, sales hierarchies, rules and policies can be defined, based on the corporate strategy.

Additionally, to provide some degree of support to partner activities, some activities such as Price Protection, Subsidization and Co-advertisement can also be parameterized during the configuration of incentives.

The impact of an incentives program during the management of customer lifetime value.
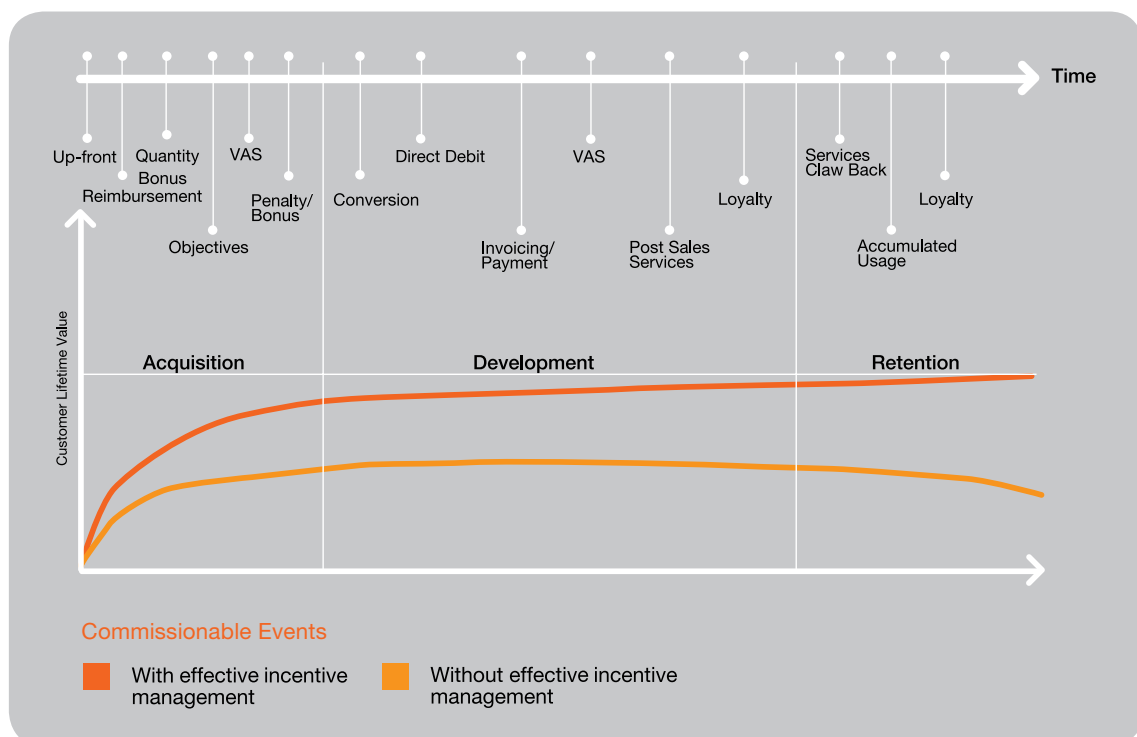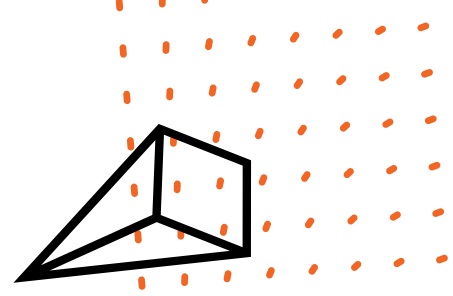
COMMISSIONING BASED ON CUSTOMER LIFETIME VALUE

As sales models are being re-engineered to incorporate new market dynamics and adversities, commissioning based on customer lifetime value acquires more relevance.

Whether working to increase revenues through new sales, improve customer loyalty or even achieve revenue growth during the customer lifetime, commissionable events are important occurrences that can affect the paid commissions associated to a certain contract.

Orders, clawbacks, billing, and service upgrades, among others, are examples of events generated in several business systems that can be collected and integrated in RAID Incentives to calculate the commission plan that best fits the strategic goals and objectives of the CSP, previously agreed upon with the channel partners.

EXTENDING THE COVERAGE OF DEALER'S FRAUD

Dealers are meant to assist a CSP extend its reach in a win-win partnership. Unfortunately, unscrupulous resellers can sometimes directly exploit flaws in the agreements for their own benefit. Many times it involves the abuse of commission and incentive schemes through the inflation of the sales volume to obtain fraudulent commissions.

Quickly analyzing dealer performance based on simple margin calculations to take into account revenue generated versus costs incurred, rather than only by the number of sales achieved, provides an example of how RAID Incentives can be used to tackle a dealer fraud type example, among others.

DISPUTE MANAGEMENT

Dispute management is vital because it affects the motivation of the sales force. Commission payouts may result in disputes if the dealer don´t agree with the commission that has been paid out to them. Disputes can be handled through the case management feature built into the product, by making the bridge between dealers and the CSP accounting and sales support teams for claim analysis, validation and correction, if applicable.

# User Interface
EXAMPLES

DASHBOARD & REPORTING

RAID Incentives reports aim to provide the incentives team with updated information on the efficacy of the incentives strategies. Therefore, it provides flexible dashboarding capabilities to report a set of macro key indicators: commissions per channel, top 10 dealers, etc.

Additionally, RAID Incentives reports enable the assessment of the alignment of the sales activity with business goals and the detection of new opportunities for improvement.

DESIGN, REVIEW, AND RE-USE INCENTIVES PLAN STRUCTURES

With RAID Incentives. you can create plans from scratch or choose a template from incentives plan library to get a head start. The interface makes it easy to create many of the most common incentive plans. From there, you can modify the plans to incorporate your specific business rules. You can easily experiment with different plan structures and create an unlimited number of plan scenarios.
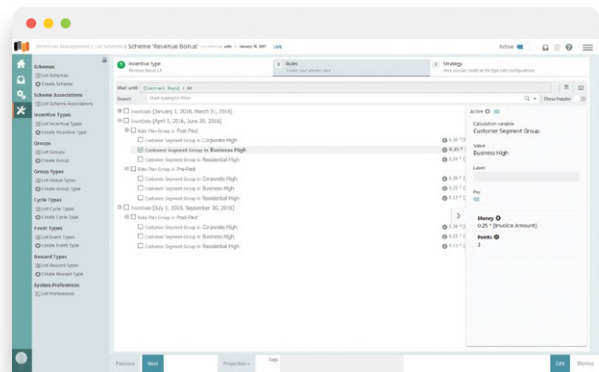
RAID INCENTIVES allows CSPs to define and calculate variable compensation for internal and external recipients, monitor commissions and payments, taking advantage of an easy-to-use configuration of rules based on business needs.
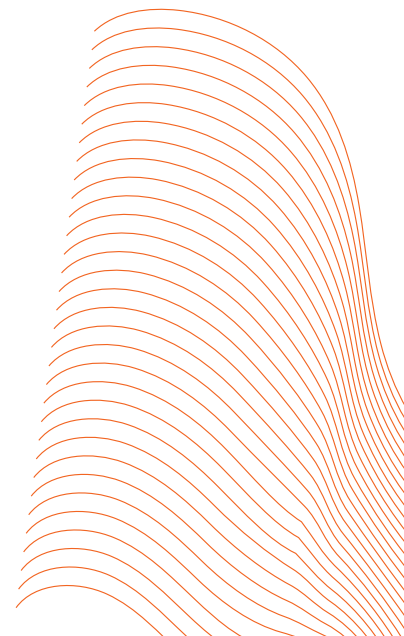
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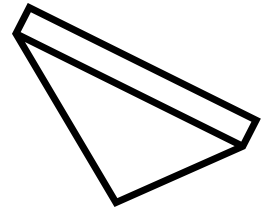
BUSINESS ALIGNMENT

RAID Incentives empowers your business performance by rewarding channel partners and agents who support your key marketing and sales initiatives.

SUPPORT FOR INNOVATIVE STRATEGIES

Provides built-in critical business concepts to implement an incentive strategy by delivering several types of incentives already preconfigured in the solution.

IMPROVED AGENT REWARDS AND TRANSPARENCY

Removes cost and time barriers to effectively increase the agent community. RAID Incentives ensures agents have transparent access to the contract status, transactions processed, and payments due and processed.

BETTER DECISION MAKING

Accelerates decision-making through comprehensive out-of-the-box reports, that provide insight into channel and agent performance, growth, and the cost of doing business.

EFFICIENCY IMPROVEMENT

Improves productivity through centralized data management and provides visibility into agent demographics, contracts and payment schedules.

ACCELERATE THE EXPANSION OF THE AGENT COMMUNITY

Helps to quickly and efficiently integrate new agents capable of developing the business activity and provides a 360º view of the agent performance.

HELPS CONTROL DEALER FRAUD

Adds additional controls of attempts of dealers to defraud CSPs, through fraudulent scams such as violation of pre/post validation checks and abuse of commission/incentive schemes.
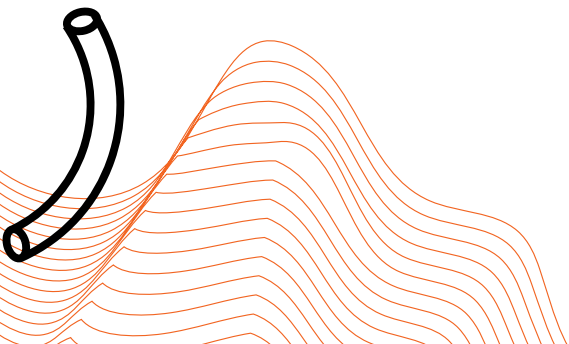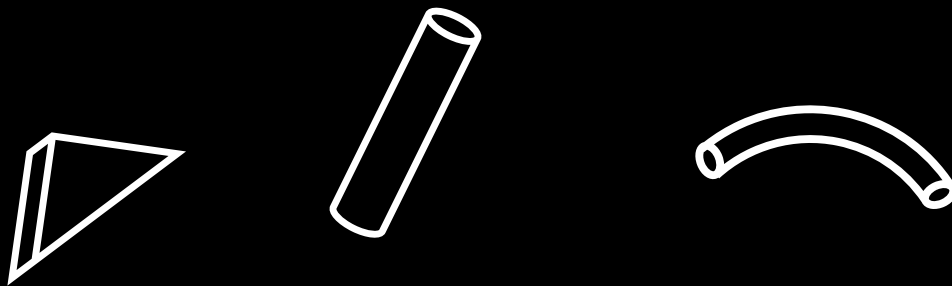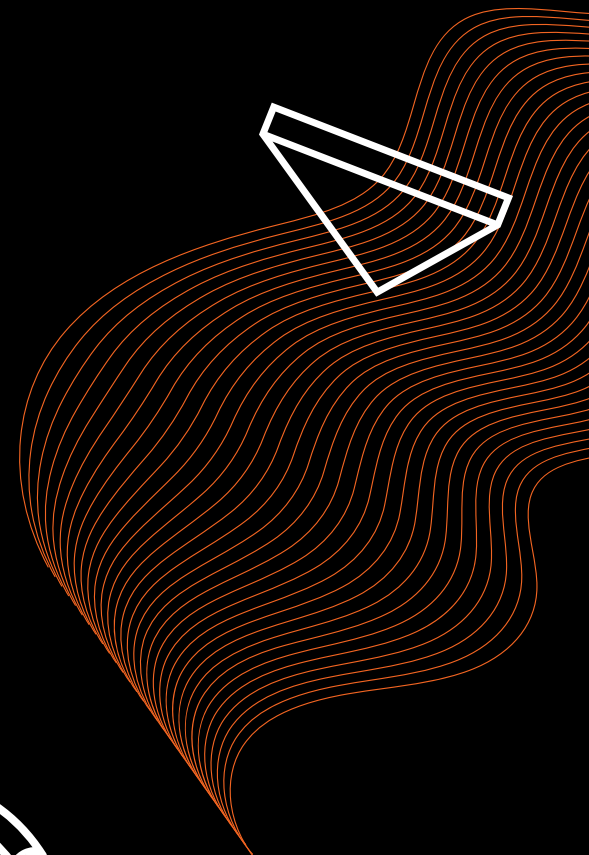
WeDo Technologies,

founded in 2001, is the market leader in Revenue Assurance and Fraud Management software solutions to Telecom, Media and Technology organizations worldwide.

WeDo Technologies provides software and expert consultancy across +105 countries, through a +600 network of highly-skilled professional experts, present in the US, Europe, Asia-Pacific, Middle East, Africa, Central and South America.

WeDo Technologies' software analyzes large quantities of data allowing to monitor, control, manage and optimize processes, ensuring revenue protection and risk mitigation.

With over 180 customers - including some of the world's leading blue chip companies – WeDo Technologies has long been recognized as the constant innovator in assuring the success of its customers along a journey of continuous transformation.

Did you **know** [?]

Automate incentives' calculation aligned with margin, and customer targets across multiple sales channels, including the call center, direct sales, and dealer network?

Know the unknown _∎