



CASE STUDY: INFOSAT COMMUNICATIONS, INC. Infosat Was Able To Slash The Time To Calculate And Pay Their Commissions By 95%



Target Company



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Industry: Telecommunications

Case Study Results

With the implementation of EthoTech Commission Plan:

- *Infosat reduced commission processing time from 40 hours per month to 2 hours*
- *Increased accuracy restored confidence by automating the entire commission process in place of using a manual, tedious and error-prone process*
- *Commission payouts were now being made on time, which made for a happier and more motivated sales staff*
- *Meaningful sales reports provided the sales staff with useful data and allowed management to better monitor sales trends*

THE CHALLENGE

Infosat Communications, founded in 1986, is a subsidiary of Bell Canada Enterprises and a leading satellite telecommunications system integrator and service provider. Their wireless systems are typically used where most cell phones, faxes, pagers and the Internet don't work, such as offshore oil rigs and other remote locations worldwide. Infosat's customers include the world's foremost natural resource companies, network operators, broadcasters, and government agencies.

Infosat sells its approximately 2,000 inventory items across 10 product lines, through about a dozen internal salespeople as well as a network of dealer sales representatives. Sales commissions are then paid either as a flat fee or on a percentage basis, depending on the particular item sold, and whether the product is sold through an internal salesperson or a dealer sales representative.

Infosat's method for processing sales commissions required nearly 40 hours each month to calculate and process. It was a manual, painstaking and time consuming process. An HR employee had to download all sales line items into a Microsoft Excel spreadsheet, sort the information based on direct or dealer sale and then manually add commission amounts for each line item. Errors were not uncommon, with disgruntled salespeople regularly questioning the accuracy of their commission payments.

Because the process was so slow, the HR department fell behind occasionally. As a result, commissions weren't always paid on time, further eroding the confidence of Infosat's sales staff. In fact, "Sometimes commissions weren't even paid for a few months, which didn't make our salespeople very happy," says Livleen Kaler Bains, CMA, the company's Director of Finance.

THE SOLUTION

Infosat needed a solution that could process commissions at the item level, rather than salesperson level—something the company's Microsoft Dynamics GP back office system was unable to do. "Dynamics GP only allowed us to set up commissions based on salesperson or territory," says Kaler Bains. "We needed a sophisticated solution that would allow us to associate a commission with an item."

Candlewest Systems Group Ltd. is Infosat's Microsoft Certified partner. They were familiar with—and recommended—EthoTech Commission Plan, as it's specifically designed to extend Microsoft Dynamics GP to easily accommodate highly complex commission plans.

EthoTech Commission Plan is a completely automated commission management system that eliminates complex spreadsheets and the need to perform highly error-prone manual processes in calculating and paying commissions.

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— Livleen Kaler Bains, CMA
Director of Finance
Infosat Communications, Inc.



CASE STUDY: INFOSAT COMMUNICATIONS, INC. EthoTech Commission Plan Puts Profits Back Where They Belong...On Infosat's Bottom Line.



“Commission Plan didn't cost us an arm and a leg. It's a great solution at a really fair price.”

— Livleen Kaler Bains, CMA
Director of Finance
Infosat Communications, Inc.

Microsoft Dynamics™
President's Club Member



Microsoft Business Solutions
ISV/Software Solutions

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At the heart of EthoTech Commission Plan is a powerful matrix that enables payouts to be calculated based on a virtually unlimited number of factors, including customer type, salesperson, territory, product line, hardware vs. service and myriad other variables.

EthoTech deployed their Commission Plan software remotely in about 10 hours, followed by a couple hours of training for Infosat's HR department. "Implementing from a remote location was fast...it was also very cost effective for the customer," explains Lynn Zickefoose, C.P.A., the EthoTech consultant responsible for the implementation.

THE RESULTS

Processing Times Slashed 95%

With EthoTech Commission Plan, Infosat has reduced commission-processing time—from **40 hours a month to just 2 hours per month**, Kaler Bains says. That means more time for Infosat's HR staff to perform other regular job duties. "The old system was taking time away from recruiting, working on retention surveys and performing other HR duties," Kaler Bains says. "EthoTech Commission Plan allows our HR department to concentrate on managing human resources, instead of calculating commissions".

Happier Sales Staff

Prior to EthoTech Commission Plan, Infosat's salespeople might wait up to 3 months to receive their commissions. Commissions are now calculated—and paid—on time, when they're due. Plus, the commissions are always accurate as they're automatically calculated based on products sold. This has had a positive effect on staff morale. "Because EthoTech Commission Plan automates the system, they now have faith in their commission numbers and they're happy about receiving their commission payouts on time," Kaler Bains says.

Meaningful Sales Reports

At Infosat, there are no more manually managed Microsoft Excel spreadsheets for commissions. These were difficult for salespeople to understand and they didn't provide much useful information about sales activities. With EthoTech Commission Plan, each salesperson receives a report that accompanies their pay stub that clearly identifies which products were sold to which customer and the amount of commission paid on each sale. "Our salespeople are just thrilled about having these reports," Kaler Bains says. In addition, EthoTech Commission Plan reports allow Infosat management to better monitor product sales trends.

Easy And Affordable

EthoTech Commission Plan was easy to learn and is easy to use, Kaler Bains says. "It can handle any level of complexity" she says. And at an affordable cost. "Commission Plan didn't cost us an arm and a leg," she says. "It's a great solution at a really fair price."

About EthoTech, Inc.

EthoTech is recognized worldwide as the 'Gold Standard' in automated commission management systems. With seamless integration built into Microsoft Dynamics GP, EthoTech Commission Plan completely eliminates complex spreadsheets and error-prone manual processes. EthoTech products are used by customers in 100's of industries, while over 700 Microsoft Dynamics Partners recommend and sell our products in more than 24 countries around the globe.