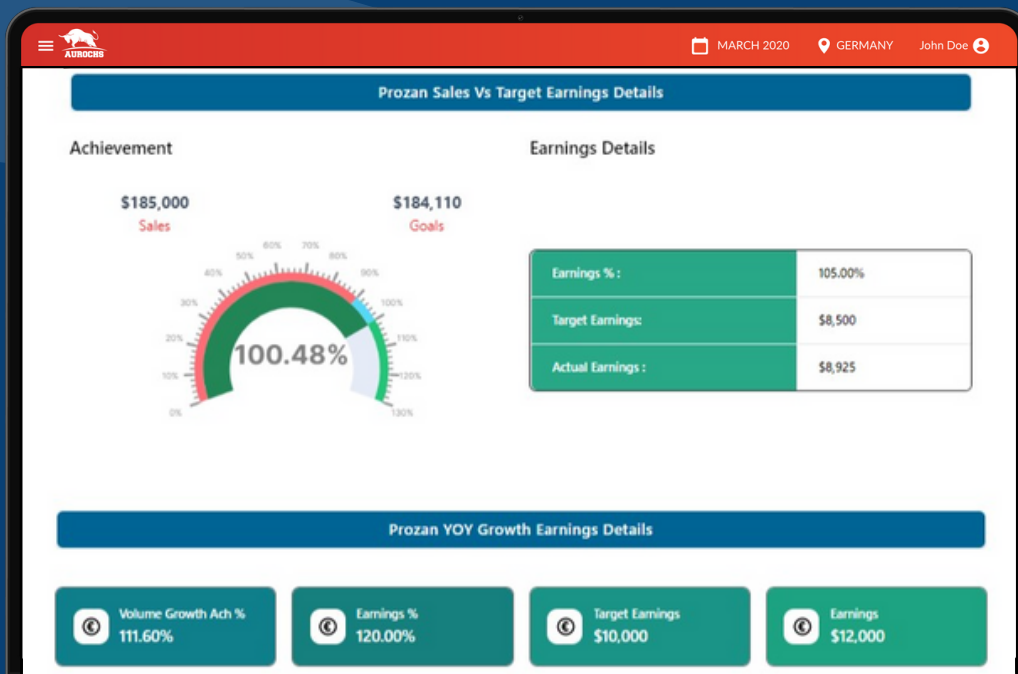




INCENTIVE COMPENSATION FOR **LIFE SCIENCES**



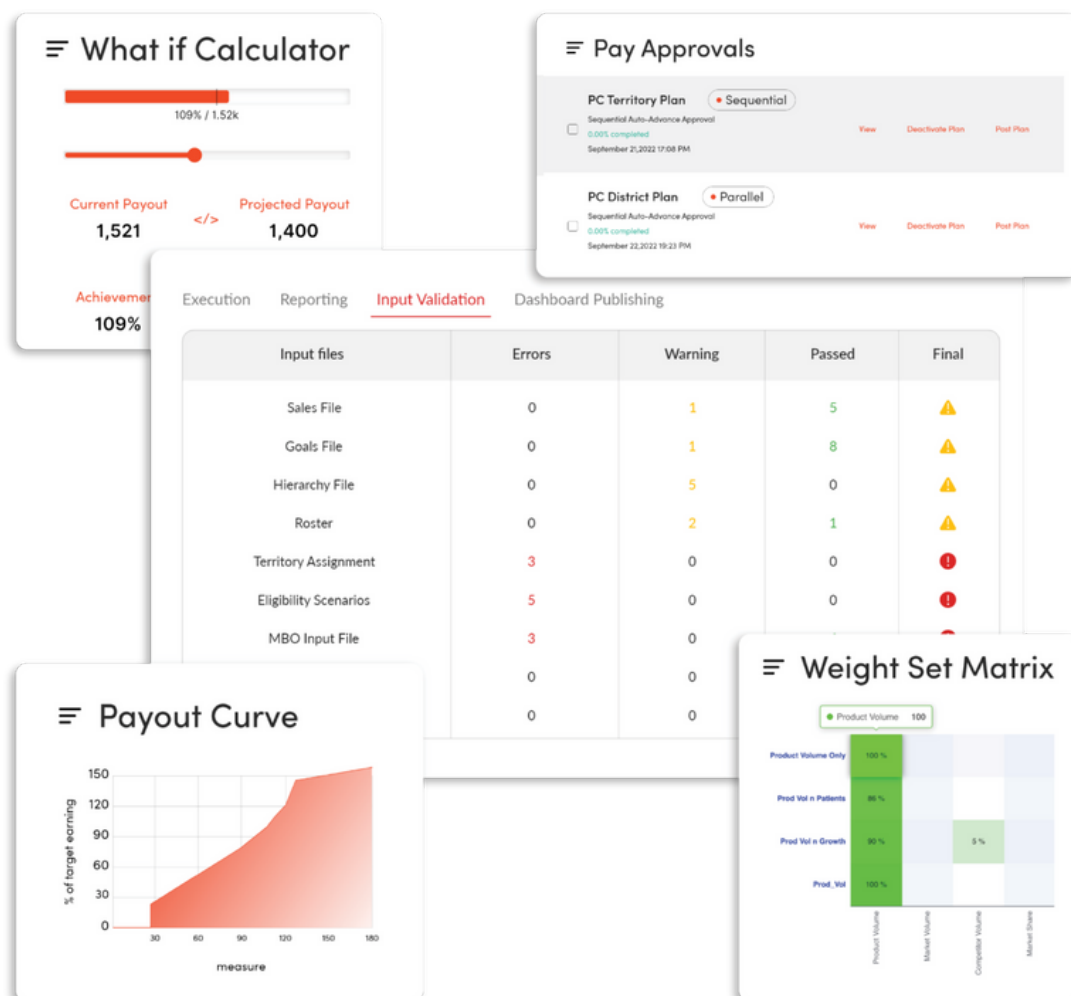














Aurochs is an incentive compensation solution suite designed specifically for **Pharmaceutical, Biotechnology, and Medical Devices Industries.**










Our incentives and commissions automation software has been developed by an expert team of developers and consultants with millions of hours of incentive plan design, system implementations, and operations experience.













Aurochs provides significant advantages as compared to other sales incentives and commissions automation solutions such as Excel spreadsheets, IT-driven in-house systems, starter Excel solutions on the web, as well as other enterprise incentive management solutions. Following are some of the important criterion that needs to be considered while identifying the right solution.
















They are defined across 3 different broader categories - **Configuration & Reporting, Operational Efficiency & Technology**















Category	Aurochs	Excel Starter Solutions	Enterprise Solutions	How is Aurochs different?
Data Organization & Plan Implementation				Zero-compromise with no need to change plans, input structures, or processes to meet any system-defined constraints. Our plans are decoupled from each other; hence, changes to one plan do not affect others in any way. Hence, it takes less time to deploy new plans, spiffs, changes, components, etc.
Ease of Set-Up				Specifically designed for pharmaceutical and medical devices industries. Built-in IC intelligence using a comprehensive business workflow. Standard output structure that accounts for different types of plans, 100+ built-in plan components that allows analysts to pick and choose from based on changing business needs. These components include combinations like commissions over quota, YTD vs. annual goal selections for qualifiers, etc.
Reports & Dashboards				Out of-the-box summary reports, analytics & visualizations. Further capability to configure reports and dashboards and enable personalized insights, account-level details, etc. Universal output structure enables quick report implementation and limits changes on end-reporting. Our interactive dashboards have over 50 unique components that can be configured for different options, including fonts, colors, text labels, and number formats. They include a wide variety of graphs, charts, visualizations, metric bars, maps, tables, tree views, etc.
Interactivity & Engagement				Enhanced reporting with integrated motivational & engagement capabilities. Embedded what-if calculators for payees to simulate payout for different scenarios. Detailed reports are accessible by managers to keep track of the performance of reporting reps. Visual leaderboards to further motivate salesforce. Our what-if calculators are configurable to handle multi-variate complex calculation scenarios if desired to create complete plan calculators.

Category	Aurochs	Excel Starter Solutions	Enterprise Solutions	How is Aurochs different?
Omni-Channel Engagement				Omni-Channel communication through Slack, Text, Email and in-app nudges & notifications. Aurochs philosophy is that salesforce engagement has evolved beyond 'just an IC report'. Multi-generational salesforces need to be engaged on channels that they are comfortable with. Hence our platform supports engagement on all these channels.
Parameter Design & Flexibility				Component structure with heavy dependence on auditable parameters maximizes reusability & out-of-the-box reports reduce effort. The ability to handle multiple parameters to control the flow of data, calculation and application of business rules is a key advantage of Aurochs system. What's more, our implementation teams help organize and design the granularity of the required parameters so that your system is highly usable by your administrators. This is critical since features are available but usable systems are still not-so-common.
Analytics & Insights				Built-in payout summary, BU summary dashboards. Adhoc analytics capability to create custom data cuts based on specific needs using configurable set-up. A mini-tableau/powerbi like interface is available to get quick ad-hoc analytics from system outputs. Furthermore these results can be stored and shared with your team so that these cuts are available to all administrators.

Category	Aurochs	Excel Starter Solutions	Enterprise Solutions	How is Aurochs different?
Support for All Roles				Single platform to support all customer-facing and service roles. Aurochs is not just a commission calculation system, capabilities include bonus pool payout calculation, MBO based subjective measures, benchmarked measures against regions, divisions, etc., activity target achievement metrics, Ranked performance indices, etc. Hence the same solution can be used to calculate incentives for a wide variety of roles and even mix-and-match these metrics and components for each role. In addition, complex activity and governance qualifiers can also be applied.
Quality				Integrated quality assurance framework with configurable checks, kickout reports. Unique capability to define easy SQL based quality checks on different inputs and outputs to drive quality at every step.
Workflows				Integrated workflows for disputes, queries, etc. with notifications and multi-level escalation flow for effective resolution. These workflows can be combination of role-driven or data-driven state transitions depending on the specific need of the governance process. In addition these workflows can directly feed into calculations once approved without the need for administrators to manually add additional adjustments into the system based on the output of these workflow.
Integration & Data Sourcing				Standard integrations with popular upstream systems. Plugin based approach for custom integrations with systems. Our competitors almost never do custom integrations. If your organization uses a middleware to transfer data, we also provide APIs for ingestion and extraction.

Category	Aurochs	Excel Starter Solutions	Enterprise Solutions	How is Aurochs different?
Modelling & Simulations				Comprehensive modeling capability with exhaustive built-in reports and visualizations (including gainers, losers, plan effectiveness metrics, etc.). Unique 'universe' concept to allow for modeling plan changes, determining impact of upstream data changes across plans and reports. One of our clients used this universe concept for calculating accruals. As they got to October in an annual plan, a process projected sales for 12 months based on 10 months of sales and then calculated accrual for year-end.
Documentation & SOPs				Built-in governance framework to embed SOPs and to-do's as part of the platform itself. The capability to automatically push and pull data along with job scheduling capability significantly reduces the need to manage things manually on an ongoing basis.
Change Turnaround Time				Our unique architecture with pick and choose framework allows for significantly faster change turnaround times as compared to any other solutions in the market. We have case studies where change management time using Aurochs has been 20% of leading industry solutions
Faster Processing Times				Capability to load and process millions of transactions in few minutes due to our solution architecture and use of new-age technologies and frameworks
Customer Support				We have very well defined program governance framework in place with SLAs for service levels depending on the severity of the issue and the request

Category	Aurochs	Excel Starter Solutions	Enterprise Solutions	How is Aurochs different?
Multi-Tenancy				Multiple countries and business units can be handled/isolated within a unified instance with accessible business reporting. Clients can choose to use this feature to isolate business units or countries or both. This allows for full isolation of data, rules, access to these 'contained areas'. However executives who require cross-country/cross-BU reporting can still get access to them.
Audit & Compliance				Detailed system access, job processing and change logs are made available for inputs, parameters, as well as business rules
Advanced End User Analytics				Access to a variety of rep engagement details including report access, time spent on different sections of the report, etc. This enables business users to identify what type of information reps are engaging with more and make additional, incremental updates to their dashboards to keep pushing engagement.
Modular Plan Architecture				Plans are defined using a modular plan architecture ensuring that adding a measure or earnings does not affect any other components. This allows for fast changes, experimentation without causing broken plans.

The challenges associated with sales incentives and commission program management are diverse and scale with the size and complexity of the organization. A strategic and adaptable approach, supported by appropriate technology, is essential to successfully navigate the challenges as mentioned:



Evaluate your solutions as organizational needs evolve. Explore challenges and when is the **right time to move to Aurochs** from your current solution based on the challenges faced in the table below:

Category	From Excel Spreadsheets	From Legacy In-house Solutions	From Excel-type Starter Solutions	From Enterprise Solutions
Customer Facing Team Size	Grows beyond 20+	Grows beyond 75+	Grows beyond 150+	Grows beyond 500+
Manual Processing	Transformations & adjustments take >5 hours per month	Adjustments at different calculation levels are frequent	Adjustments at different calculation levels are frequent	Higher processing time for exceptions outside the system
Manual Data Transformations	Preparation takes >2 hours per month	Preparation takes >2 hours per month	Manual movement of data from source systems	Manual movement from some systems and Excel input management
Audit & Compliance	Increase in calculation-related questions in an audit	Increase in calculation-related questions in an audit	Increase in calculation-related questions in an audit	No easier way to provide audit & governance details
Business Requirements	Unable to configure requirements in a scalable manner	IT teams not able to align with needs	Constant patches are created in a process flow	Exceptions are handled outside due to complex flow
Process Complexity		Forced to change the way to manage data, calculations	Unable to process complexity related to scale & growth	Forced to change the way to manage data, calculations
Cost of Ownership	High operations cost due to significant manual touchpoints	High operations cost due to significant manual touchpoints	Higher cost for change management & professional services	Higher cost for change management & professional services

Category	From Excel Spreadsheets	From Legacy In-house Solutions	From Excel-type Starter Solutions	From Enterprise Solutions
Transparency	Frequent distrust in calculations	Frequent distrust in calculations		
Reporting	No or minimal reporting with no engagement elements	No or minimal reporting with no engagement elements	Basic reporting with no motivational & engagement elements	Archaic reporting that doesn't support the needs of Gen Z workforce
Dispute Management	Increase in number with disengagement	Increase in number with disengagement	Increase in number with high time spent	Increase in number with high time spent
Governance Workflows	Significant time due to manual touchpoints	Significant time due to manual touchpoints	Significant time due to manual touchpoints	Significant time due to manual touchpoints



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