

# CIO Solutions

IBM SPECIAL

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## 25 IBM Solution Providers Transforming Business- 2016

**F**or years, IBM has been a key player in helping CIOs drive change, bring in innovation and build a smarter enterprise. The Big Blue's perspectives on how CIOs can keep their IT operations highly responsive, resilient, efficient, and fulfill the organization specific agenda has been instrumental in driving success for millions of companies.

The computing vanguard's has recently been shifting its focus to the next generation technology rage, the Internet of Things (IoT). Also, the company is pushing more into analytics, mobile and security, which will drive the enterprises of future. This shift in technology focus is directly connected to IBM's big push into selling cloud services and taking care of the clients' computing needs. The new scenario is delivering a

colossal array of opportunities for decision makers to choose the next generation technologies and pick the best vendor that are at the forefront of providing IBM solutions and service.

To help CTOs, CIOs, and CEOs find the right IBM solution provider for their enterprises, our distinguished selection panel has evaluated hundreds of IBM solution providers that own innovative technologies, methodologies, and outstanding customer service in the space. The companies featured here provide a look into how their products work, so that you can gain a clear understanding of what technologies are available, which are right for you, and how they shape up against competition.

We present you CIO Solutions' "25 IBM Solution Providers Transforming Businesses".



**Company:**  
Spectrum Technologies  
LLC

**Description:**  
A technology and business consulting firm offering specialized services in the area of Sales Performance Management (SPM) and Incentive Compensation Management (ICM)

**Key Person:**  
Maneesh Gupta,  
Managing Partner

**Website:**  
[spectrumbiztech.com](http://spectrumbiztech.com)

# Spectrum Technologies LLC

## Specialist Provider of SPM Services For IBM ICM

**S**ales Performance Management (SPM) refers to aligning sales personnel behavior with corporate strategy. The tools to administer SPM come from the best-of-breed software vendors that perform this task exceedingly well. Case in point: Sales Performance Management software from IBM, also known as ICM (formerly known as Varicent).

“IBM’s ICM solves the unwieldy problem of complex sales compensation programs. It is one of the most robust, and flexible tools in this category, and Spectrum is one of very few IBM Partners who specializes in this tool,” says Maneesh Gupta, Managing Partner of Spectrum Technologies LLC. He adds, “Powered by our specialization in SPM domain, Spectrum became an early stage partner for IBM. We are proud of this partnership and our track record in making our joint customers wildly successful.”



**ICM’s market adoption is growing fast. Being an SPM specialist, and a long-time IBM partner, Spectrum is at the forefront of this growth**

Headquartered in the heart of Silicon Valley, with an office in India, Spectrum Technologies is a provider of technology and business consulting services in the niche area of Sales

Performance Management (SPM). Founded in 2006 by a team of SPM veterans, Spectrum has since enabled several mid-large enterprises to automate Sales Performance and Incentive Compensation operations. Spectrum has partnerships with leading technology vendors including CallidusCloud, Oracle, Anaplan and IBM.



[www.spectrumtek.com](http://www.spectrumtek.com)

Two out of three mid-size enterprises still use spreadsheets for sales compensation, hence ICM’s market adoption is growing fast. Being an SPM specialist, and a long-time IBM partner, Spectrum is at the forefront of this growth.

The company offers four key services:

1. Strategic Consultation
2. Vendor Selection
3. Software Implementation
4. Managed Services.

Commission administration is hard! In spite of using the best tools, clients often struggle. Spectrum’s Managed Services help administer compensation programs. “Leveraging our Managed Services, clients benefit from reduced cost of operations and increased reliability. Team Spectrum often finds more effective ways to leverage the SPM tool,” adds Maneesh.

Spectrum also offers on-site training services and helps clients leverage the power of the ICM, thereby reducing cost of ownership.



Maneesh Gupta

Spectrum is acclaimed for building trusted advisory partnerships with the clients. In one such instance, Spectrum was called in by a hi-tech Silicon Valley client to explore replacing the existing ICM implementation. The client was facing a huge backlash from Sales, as reflected in 200+ commission disputes lodged every month. Commission analysts were constantly applying manual adjustments. Attributing these problems to the tool, the client was eager for alternatives. Instead of blindly following the client’s requests, Team Spectrum took on the advisory role, and educated the client to dig deeper for root cause analysis. Spectrum made some recommendations following the analysis and the client engaged Spectrum to re-engineer the existing ICM system. These changes, along with re-designed reports, restored trust, reduced disputes by 90 percent, and avoided a costly replacement.

Leadership in SPM domain and focus towards customer success has propelled Spectrum to become one of the most reputed and trustworthy solution providers in the IBM ecosystem. Being a power-house of SPM thought leadership, Spectrum sets itself apart with the goal to become a trusted advisor to its customers. Spectrum has enjoyed a CAGR of 100 percent for many years. “Two key drivers for our growth: Passion for SPM, and our Focus on Customer Success,” adds Maneesh. **CS**