

Engineering Sales Incentives

Engineering transparent incentive processes that recognize performance with accuracy and consistency..

Why We Engineer

Every pharmaceutical company depends on the performance of its field sales teams.

- ✓ Business growth is driven by relationships.
- ✓ Performance deserves timely and accurate recognition.
- ✓ As organizations expand across products, territories and representatives, managing sales incentives becomes increasingly complex.
- ✓ Manual calculations consume valuable time.
- ✓ Inconsistent calculations reduce confidence.



Engineering transforms incentive administration into a structured, transparent and dependable business process.

Orchasp engineered a web-based solution that simplified the commission calculation process for sales representatives, enabling organizations to administer sales incentives with greater accuracy and operational efficiency.

Executive Snapshot

Industry	Pharmaceuticals
Region	North America
Business Objective	Engineer a web-based solution to simplify the commission calculation process for sales representatives while improving operational efficiency and reporting.
Engineering Focus	Sales Incentive Management * Commission Calculation * Performance Reporting * Web-based Administration * Operational Efficiency

The Bigger Picture

- Performance Deserves Accurate Recognition.
- Every sales achievement contributes to business growth.
- Recognizing those achievements fairly is essential to sustaining motivation and operational excellence.
- The engineering challenge was to simplify commission calculations while improving consistency, transparency and administrative efficiency.

Engineering Philosophy

- Engineering focused on simplifying a critical business function.
- Calculations became standardized.
- Processing became consistent.
- Reporting became dependable.
- Technology automated the calculations.
- Engineering strengthened performance recognition.

Business Impact

- The engagement strengthened sales incentive administration.
- Commission calculations became more consistent.
- Manual effort was reduced.
- Reporting became more dependable.
- The project demonstrated how focused engineering can simplify an important business process while supporting performance-based recognition.

Understanding The Business

- Sales incentive administration involves more than calculating commissions.
- It requires consistent business rules.
- Accurate performance information.
- Reliable reporting.
- The objective was to engineer a centralized solution that simplified commission calculations while strengthening the overall incentive administration process.

Engineering The Future State

Engineering Incentive Calculation

A centralized web-based solution simplified commission calculations through a structured and consistent process, improving operational efficiency.

Engineering Process Consistency

Standardized processing reduced manual effort while improving consistency across the incentive administration process.

Engineering Performance Visibility

Improved reporting provided greater visibility into commission information, enabling more efficient administration and better operational control.

Engineering Insight

Recognition Begins With Accuracy.

- Performance drives business growth.
- Recognition motivates people.
- Accuracy builds confidence.
- Engineering brings them together.

Connecting To The Vision 2030

- Modern enterprises increasingly depend on intelligent business processes.
- Automation.
- Business Rules.
- Performance Visibility.
- Operational Transparency.

The engineering principles demonstrated through this engagement continue to shape Orchasp's Vision 2030 by simplifying business operations through connected and reliable enterprise solutions.

Engineering legacy

- ✓ Every engineering engagement contributes more than a delivered application.
- ✓ It contributes operational understanding.
- ✓ This engagement reinforced a simple engineering principle.
- ✓ Performance recognition is only as effective as the processes that support it.
- ✓ By engineering a structured and dependable sales incentive solution, Orchasp helped simplify a critical operational function while improving consistency, transparency and confidence in performance-based rewards.



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