

## CASE STUDY

# ERGOTRON streamlines sales and compensation reporting with Model N Channel Data Management

## ABOUT ERGOTRON

Ergotron, Inc. is a global leader in designing ergonomic solutions that drive productivity, health, and well-being for employees across healthcare and commercial environments. By delivering adaptable, high-quality products, the company aims to make workspaces more comfortable, sustainable, and responsive to the needs of today's workforce.

## BUSINESS PROBLEMS FACED BEFORE MODEL N

- Inconsistent, incomplete, and sometimes inaccurate data from disparate sources made it difficult to track sales through the channel, which represented 80% of the company's North American revenue.
- Lack of timely, end-to-end visibility into channel performance hindered revenue forecasting and business performance reporting.
- Reliance on manual processes was a burden on resources and caused delays in compensating sales representatives.

## OUTCOMES ACHIEVED WITH MODEL N



Replaced manual processes with an automated solution, allowing resources to spend more time on value-added tasks and ensuring commissions were paid in a timely manner



Implemented processes for cleansing and standardizing channel data, improving the accuracy of payments and enabling the switch to an account-based compensation plan



Improved customer matching abilities to target accounts for revenue reporting



Integrated the solution into the data warehouse to facilitate accurate and timely business intelligence reporting



Reduced the time required to process sales and compensation reporting from three weeks to five days

*“By being able to get the information faster and cleanse the data, we’re better able to provide the information to our sales team on a timely basis and give them the peace of mind that they’re being compensated appropriately.”*

**Janet Maki**, Vice President and Corporate Controller

## THE SITUATION

Prior to using Model N, sales and compensation reporting at Ergotron was a manual process. “We received POS transactions from our business partners in many different formats with different attributes,” said Sr. Business Relationship Manager Karin Leuchovius. “The end customers had so many variables it was impossible to sort through by name.” Some partners provided EDI transmissions, while others sent Excel, Text, or CSV files. “We manually sorted through each of these formats to assure the data elements conformed to standards and matched to our existing customers and sales regions. The process was partially automated in the case of EDI transmissions, as that data was loaded into a schema. But ultimately, we had to download it, manually review it, and then manually upload it into a subsequent schema for review by both finance and sales representatives.”

With roughly a dozen business partners across the U.S. and Canada and only two employees dedicated to sorting through the disorganized customer data for this region, tracking sales through the channel and properly compensating the sales team at Ergotron was a time-consuming process. Considering that 80% of Ergotron’s North American revenue was connected to these files, it was clear a better solution was needed.

## THE SOLUTION

Ergotron began an evaluation and selection process to find the right vendor to help streamline their reporting process and improve their data integrity. Model N’s solution stood out among the rest not only because of its ability to help with current challenges, but also its potential to address future business needs. “We looked at a number of different solutions,” said Karin Leuchovius, Sr. Business Relationship Manager. “We chose Model N primarily for the capabilities provided by the customer’s Workbench, which we use today, but also because the solution can help us with things like rebates, ship and debit, and promotions in the future.”

Ergotron began the implementation process with the guidance of the Model N consulting team. “Our Model N representative has been wonderful to work with,” said Leuchovius. “He’s very responsive and very creative – always working with us to figure out the best approach for different challenges. He understands our company; he knows our people.”

The solution is now in use across Ergotron’s North American finance, sales, sales operations, product management, and executive leadership teams.

## RESULTS

With Model N Channel Data Management, Ergotron has seen their sales and compensation reporting processes improve dramatically. “The data is now available daily rather than monthly,” said Maki.

What used to take Ergotron’s dedicated resources three weeks to complete now takes five days. Because they’re able to trust the data they’re working with, they can focus on rolling up the entities correctly rather than reviewing every transaction that comes through. Reporting deadlines are being met, and salespeople are being paid accurately and on time.

The solution also enabled Ergotron to transition from a territory-based compensation plan to an account-based one. This helped enhanced the sales team’s relationships with key customers, building customer loyalty and supporting salesforce efficiency.

## WHAT’S NEXT?

Now that Ergotron has onboarded their North American partners, they’re investigating the possibility of expanding the solution across their global partners. They continue to work closely with their Model N consultants to determine the best strategy for integrating the Model N data directly into Salesforce to further optimize their processes. The company will also be exploring ways to leverage the Model N platform’s full revenue management capabilities in the future, including additional rebate matching abilities.

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*“Having the capability to clean up the data and reorganize our customers has been hugely beneficial.”*

Leuchovius

Learn how Model N can help you reap the benefits of accurate, granular, and actionable channel data. >