

Redis Brings Clarity to Commissions with Xactly Reporting and Extend

Redis, an in-memory data platform, builds real-time database technology trusted by developers and enterprises to power fast, scalable applications. As the business grew, so did the complexity of its sales compensation and reporting needs.

The commissions team needed faster access to reliable insights without relying on disconnected tools or time-consuming spreadsheets. Manual reporting slowed decision-making and limited visibility for sales leaders, finance, and executives. To move from reactive reporting to proactive analytics, Tom Ryan, Director of Commissions at Redis, turned to Xactly Reporting and Extend to modernize how teams build, share, and act on compensation data.



INDUSTRY:	Software and Technology Services
SIZE:	900+ employees
FOUNDED:	2011
CORE PRODUCTS:	Xactly Incent, Xactly Reporting, Xactly Extend, Xactly Design

Key Results

Reduced the time required to process order adjustments by 75%

Gained **on-demand visibility** by pairing standard best-practice reports with **customized views** for high-stakes performance and pay

Created **tailored dashboards** for executives to track expenses, bonus effectiveness, and financial-statement impact

The Challenge: Scaling Reporting as the Business Grew

As Redis continued to grow, so did the complexity of its sales compensation reporting needs. The commissions team relied on analytics workflows that required technical expertise and careful coordination across datasets. Producing key reports often meant downloading multiple Excel files, combining data manually, and validating results before sharing them with stakeholders. These time-intensive processes made it harder to quickly answer new business questions or scale reporting access across the organization.

Key challenges faced by Ryan and his team included:

- › **Technical Debt:** Fragile SQL-based analytics made it difficult to connect and trust key data points.
- › **Manual Labor:** Teams spent days compiling and validating reports across spreadsheets.
- › **Poor User Experience:** A disconnected interface reduced adoption and increased frustration.

The Solution:

A Unified Data Experience

By enabling Xactly Reporting with Xactly Incent, Redis shifted from reactive data gathering to proactive, self-service analysis. The commissions team gained an intuitive reporting interface that mirrors the broader Xactly experience and connects directly to trusted data through [Xactly Connect](#) tables.

With modern reporting and extensibility in place, Redis empowered both administrators and business users to access real-time insights without relying on spreadsheets or one-off requests.

Xactly helped Redis:

- › **Build Faster:** Ryan says teams create reports quickly using an intuitive interface that aligns with the rest of the Xactly UI and data model.
- › **Boost Confidence:** Clear visibility into report components helps users understand how elements work together before building, saving time and rework.
- › **Extend Intelligently:** Using [Xactly Extend](#), Redis is building a custom application to automate order adjustments, enforce approval workflows, and create a reliable audit trail during close.

The Results:

Faster Insights. Fewer Fire Drills

With Xactly Reporting and Extend in place, Redis transformed how teams access, share, and trust compensation insights across the organization.

Top wins for Redis include:

- › **75% Faster Adjustments:** Order adjustments dropped from 20 minutes to five minutes or less.
- › **Live Visibility:** By building custom reports for ‘President’s Club’ and ‘Customer Success,’ the team now has real-time data with zero manual refreshes.
- › **Enhanced Auditability:** A custom Extend app replaces ticket-based tracking with system-integrated approvals and audit trails.
- › **C-suite Alignment:** Executives now use tailored dashboards to track amortized expenses, bonus effectiveness, and financial-statement impact.

“It really does help make your life simpler, get you out of spreadsheets, and into a system where you can build something once and move on with the rest of your job.”

Tom Ryan
Director of Commissions at Redis

“My advice to customers not using Reporting is to get on it as soon as possible.”

Tom Ryan
Director of Commissions at Redis

The Vision:

A Single Source of Truth

Redis's long-term vision is to eliminate manual data manipulation in secondary systems and make Xactly the single source of truth for sales compensation insights. The goal is simple: any sales leader should be able to open Xactly and immediately see what matters.

Ryan says the number of requests he has to address via email, Slack, or tickets has been reduced because reports can be easily created and provided to end-users.

As Ryan puts it, "[Xactly Reporting] really does help make your life simpler, get you out of spreadsheets, and into a system where you can build something once and move on with the rest of your job."

"We're using
Reporting.
I love it."

Tom Ryan
Director of Commissions at Redis

Inspired by this success story?

Let's talk about how we can help your team eliminate data silos and automate your SPM processes at scale.

[Connect with us today](#) to learn more.

About Xactly

Xactly is the global leader in AI-driven Sales Performance Orchestration built for the world's most ambitious revenue engines. Building on two decades of industry leadership, Xactly is redefining revenue performance by moving beyond manual management to autonomous orchestration. Xactly's Intelligent Revenue Platform leverages a unified data model, intelligence, and a fleet of AI agents to synchronize the full revenue lifecycle, from planning and design to incentives and forecasting. Xactly replaces fragmented legacy tools with an AI platform that orchestrates sales compensation and performance to drive predictable enterprise growth. Transform your revenue engine at [XactlyCorp.com](#).

The Xactly logo features the word "Xactly" in a bold, white, sans-serif font. The "X" is stylized with a blue and white geometric pattern. To the right of the text is a large, stylized graphic consisting of multiple overlapping, chevron-like shapes in shades of blue and white, creating a sense of depth and movement.