

How Nuuday Improves Compensation Accuracy and Reporting Visibility with Xactly

Nuuday is Denmark's largest telecommunications company, operating some of the country's most recognized consumer and business brands, including YouSee, Blockbuster, YouTv, and Hiper. With customers across residential and business markets in Denmark and the EMEA region, Nuuday delivers communications and home entertainment solutions at scale.

To bring structure and visibility to compensation management, Susanne Maj Larsen, who oversees compensation programs at Nuuday, and Peter Kragh Olsen, who manages reporting initiatives, helped lead the company's adoption of Xactly Incent and Xactly reporting after evaluating other solutions.

Today, their teams use Xactly to give sales reps real-time visibility into commission performance while providing managers access to the reporting and KPI insights needed to make faster, more informed decisions.



INDUSTRY: Telecommunications

SIZE: ~3,000 associates

CORE PRODUCTS: Xactly Incent, Xactly Reporting

Key Results

Achieved true commission visibility. Sales reps can see updated KPIs and earnings immediately after logging a sale in Salesforce.

Gave sales managers accurate attainment and performance reporting through a purpose-built leadership dashboard that tracks KPIs across the management hierarchy.

Replaced disconnected spreadsheets with a structured, version-controlled compensation platform that gives finance teams tighter control over plan changes and user access.

The Challenge:

Limited Visibility Into Performance Data

As Nuuday's sales force grew, managing compensation became increasingly difficult. Data lived in multiple places, access controls were inconsistent, and teams struggled to ensure employees only saw the information relevant to them.

Sales reps had no reliable way to track commission progress in real time. Managers also lacked visibility into team performance at a meaningful level.

Reporting added another gap. Nuuday's existing analytics tools failed to produce a real-time analytics dashboard. Critical metrics like attainment and performance percentages were either missing or inaccurate, leaving decision-makers without a reliable view of team performance.

Nuuday needed a platform that could provide secure, role-based access to compensation data, integrate cleanly with Salesforce, and support frequent compensation plan changes.

The Solution:

Xactly Incent and Reporting Working Together

For Maj Larsen and her team, flexibility was a key requirement. Nuuday regularly updates comp plans to reflect changing business priorities and evolving sales strategies. Managing those changes without disrupting historical records had been difficult in previous approaches. With Xactly Incent, Nuuday can make compensation changes for specific periods while preserving a clear record of prior plan structures.

"The advantage with Incent is that it's a very flexible system - almost anything is possible. And it's a very big help for us that everything is version-based," said Maj Larsen.

Another top benefit for Nuuday has been the integration between Salesforce and Xactly Incent. Sales reps can see KPI and commission updates right after logging a sale in Salesforce, giving them immediate visibility into their performance. According to Maj Larsen, that visibility has become an important part of the sales team's daily routine. That level of engagement gives Nuuday confidence that sales teams trust the data and actively rely on it to track their performance.

For Kragh Olesen, reporting represented an opportunity to transform how sales leaders accessed and used performance data.

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“Before we started using Xactly Reporting, we didn't have the options to put up a dashboard that we really wanted, that our decision makers or sales managers actually wanted to see,” said Kragh Olesen. “When we got the news that Xactly Reporting was coming out, we talked a lot with the sales managers, saying, ‘Yeah, it's going to be something better.’”

Working alongside Xactly's technical advisors, Nuuday built a leadership dashboard tailored to the organization's reporting needs. The dashboard gives managers visibility into performance across different levels of the sales hierarchy.

For the first time, Nuuday can provide sales leaders with the reporting experience they'd asked for while creating a foundation for broader reporting access across the organization.

Xactly Incent and Reporting deliver several key capabilities for Nuuday, including:

- **Version-based plan management:** Plan changes apply to specific time periods without overwriting historical data, giving Nuuday full control over midyear adjustments.
- **Salesforce integration:** Commission data syncs instantly, allowing reps to view updated earnings without delay.
- **Role-based data access:** Leaders only see data for their teams, while reps only access their own results, eliminating the visibility issues caused by point solutions.
- **Custom leadership dashboard:** Xactly Reporting surfaces attainment, performance percentages, and KPIs for sales managers and frontline leaders across the organization.

The Results:

Better Data, Better Decisions

Xactly Incent and Reporting have improved visibility and operational control across both finance and sales operations at Nuuday. Commission management is now more structured and easier to control. Sales managers can access a dashboard that accurately displays team attainment and KPIs in a single location.

Sales reps can now check commission data regularly. In fact, when a sync fails, the team notices immediately. According to Maj Larsen, employees often send messages asking where the data is before meetings even begin. That level of engagement shows how deeply embedded the platform has become in day-to-day workflows.

Before Xactly Reporting, attainment and performance percentages often appeared incomplete. Nuuday's leadership dashboard now surfaces a clear and consistent view of both individual and team performance.

"We're able to nicely display live data in an understandable way that makes it more efficient for decision-makers to act, instead of analyze," Kragh Olesen said.

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The Vision:

Expanding Reporting Across the Organization

Nuuday views its leadership dashboard as the beginning of a larger reporting strategy.

The company's immediate goal is to extend Xactly Reporting to more of the sales organization, providing managers and eventually individual sales reps with personalized dashboards.

Kragh Olesen's long-term vision is simple: make Xactly Reporting as essential to the sales team as Xactly Incent has become.

To get there, Nuuday will continue refining dashboards, broadening access, and helping employees use reporting to make better decisions every day.

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.

