

How TDC Brands Improves Compensation Accuracy and Reporting Visibility with Xactly

TDC Brands 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, TDC Brands delivers communications and home entertainment solutions at scale.

To bring structure and visibility to compensation management, Susanne Maj Larsen, who oversees compensation programs at TDC Brands, 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

CORE PRODUCTS: Xactly Incent, Xactly Reporting

Key Results

Real-Time Earnings Visibility

Sales reps view updated KPIs and commissions instantly upon closing deals in Salesforce.

Hierarchy-Wide Management Dashboards

Sales leaders track team attainment and KPIs seamlessly across management levels.

Version-Controlled Plan Management

Finance gains complete control over comp plan changes and security, replacing spreadsheet risks.

The Challenge:

Limited Visibility Into Performance Data

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

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

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

To move forward, TDC Brands needed a platform that could provide secure, role-based access to compensation data, integrate cleanly with Salesforce, and support frequent compensation plan changes without administrative drag.

The Solution:

Xactly Incent and Reporting Working Together

For Maj Larsen and her team, flexibility was a key requirement. TDC Brands 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, TDC Brands can make compensation changes for specific periods while preserving a clear, version-based 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 TDC Brands has been the seamless integration between Salesforce and Xactly Incent. **Sales reps can see KPI and commission updates immediately after logging a sale in Salesforce**, providing instant visibility into their performance. According to Larsen, that visibility has become an essential part of the sales team's daily routine giving TDC Brands full confidence that sales teams trust the data and actively rely on it.

For Kragh Olesen, reporting represented an opportunity to transform how sales leaders accessed and leveraged performance data. Working alongside Xactly's technical advisors, TDC Brands built a custom leadership dashboard tailored to the organization's reporting needs, giving managers complete visibility into performance across different levels of the sales hierarchy. **For the first time, TDC Brands can provide sales leaders with the reporting experience they asked for**, while creating a foundation for broader reporting access across the organization.

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Key capabilities delivered by Xactly are:

- **Version-Based Plan Management:** Plan changes apply to specific time periods without overwriting historical data, giving TDC Brands full control over midyear adjustments.
- **Instant Salesforce Integration:** Commission data syncs automatically, 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 dramatically improved visibility and operational control across both finance and sales operations at TDC Brands. Commission management is now structured, secure, and easier to control, while sales managers can access team attainment and KPIs in a single, unified location.

Sales reps now check commission data as part of their daily routine. In fact, the platform has become so deeply embedded in day-to-day workflows that when a data sync fails, reps notice immediately, often messaging administrators to ask where the updated data is before morning meetings even begin.

Where attainment and performance percentages once appeared incomplete, **TDC Brands' leadership dashboard now surfaces a clear and consistent view of both individual and team performance.**

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The Vision:

Expanding Reporting Across the Organization

TDC Brands views its leadership dashboard as just the beginning of a larger reporting strategy. The company's immediate goal is to extend Xactly Reporting deeper into the sales organization, providing managers and eventually individual sales reps with personalized, real-time dashboards.

Kragh Olesen's long-term vision is clear: **make Xactly Reporting as essential to the broader business as Xactly Incent has become to compensation administration.** To get there, TDC Brands will continue refining dashboards, broadening system access, and empowering employees to make data-driven decisions every single 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.

