

Streamlined **ICM** **process with Anaplan** for a **global healthcare** **equipment giant for** **their NAM region**





Client overview

A global healthcare equipment manufacturer with multi-billion-dollar operations across diverse markets was at a critical inflection point. Explosive growth in the North America (NAM) region—driven by new product lines, expanding sales teams, and evolving channel partnerships—had pushed their Incentive Compensation Management (ICM) beyond its breaking point.

Weeks-long compensation cycles and zero visibility into performance metrics left sales leaders making critical decisions blindly, undermining sales force confidence at a critical growth stage.

To architect this transformation, the organization partnered with **Polestar Analytics**, leveraging deep ICM domain expertise and **Anaplan**'s connected planning platform to redesign compensation management from the ground up—delivering real-time visibility, eliminating manual bottlenecks, and providing the agility to adapt compensation structures as market conditions shift, turning an operational liability into a strategic advantage.

Key Bottlenecks

Despite having established compensation processes, the client faced multiple structural and operational bottlenecks:

1 High manual effort and long processing cycles
Significant manual inputs were required to calculate compensation and generate payout reports, leading to extensive time consumption and redundant efforts.

2 Absence of an end-to-end go-live framework
The solution lacked a structured approach across design, development, testing, and deployment, making it difficult to track progress and ensure smooth execution.

3 Frequent change requests and dependency on development teams
Continuous updates and adjustments required heavy involvement from development and BI teams, increasing turnaround time and limiting business agility

4 Multiple incompatible data sources
Compensation inputs originated from several formats, many of which were not Anaplan-compatible, increasing preprocessing effort and risk of errors.

5 Complex functional hierarchy with usability constraints
The existing structure was not optimized for scalability or efficiency, while users were accustomed to a specific UI, making redesign sensitive and challenging.



Solutions Implemented

Polestar Analytics redesigned the ICM process using Anaplan, delivering automation, efficiency, and user empowerment across the compensation lifecycle.

1 Hierarchical restructuring of input architecture mitigated manual efforts by **43%**, with **100%** automation achieved across Anaplan Model processes and Data Hub

2 End-to-end ICM lifecycle implementation covered problem definition, solution design, development, structured UAT, and production deployment

3 Cross functional SME engagement dissected problem statements and co-designed best-practice solutions, catalyzing efficiency discussions that extended beyond compensation

4 Proactive go-live planning with mapped dependencies ensured timeline adherence, backed by dedicated Business As Usual(BAU) and HyperCare Support for seamless deployment

5 Self-service interfaces empowering business users maintained familiar UI while making independent updates, with all enhancement and acceptance testing completed within tight deadlines



Business Impact and Wins

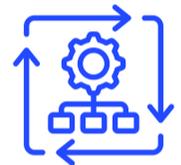
The redesigned ICM solution delivered measurable operational and business value:

43%



Reduction in
manual efforts
and time

100%



Automation
across Anaplan
Model processes
and Data Hub

70%



Reduction in
time spent
target-setting

99%



Improve in
accuracy