How Cyble chose sales compensation automation to simplify complex commission calculation challenges

8+

data sets from HubSpot + QuickBooks automated with real-time sync

95%

of the time spent on running commissions saved

100%

payout accuracy achieved

> Cyble's growing team needed a robust way to integrate data and automate commissions from various sources. In 2024, Cyble decided to opt for Visdum's sales commission automation to simplify their compensation processes and tackle increasing complexities.

About Cyble

> HQ: Alpharetta, Georgia
>
> Employees: 300+
>
> Using Visdum since: 2024
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> Business-Category: SaaS Cybersecurity

Cyble was founded in 2019 and specializes in digital risk protection and threat intelligence. Cyble's platform includes features like dark web monitoring, vulnerability assessments, and alerts for potential security incidents. Cyble monitors more than 20 Bn pages and 15k cybercrime sources per day.

Some of the biggest government agencies and companies across manufacturing, retail, and financial services turn to Cyble for their cybersecurity needs.

The Challenge: Managing their complex commission plans was proving to be tough and extremely time-consuming on Excel.

> Cyble has more than 70 reps working across countries such as the US, Singapore UAE, Australia, and India. This resulted in difficulties and complexities as data had to be collected from different sources and accounting systems.

1. **Data across multiple systems:** Cyble uses Hubspot for booking and pipeline management, whereas Quickbooks is used for collections across the US, UAE, Australia, and Singapore. Zoho is used for collections from India. Manually collecting data from so many sources and maintaining it in spreadsheets was cumbersome and consumed a lot of time each month.

2. **Complex commission plans as the commission is paid on invoice collection:** Cyble's commission structure is fairly complex as their sales reps are paid on invoice collection, not on deals closed.Because the deal data was in HubSpot and and the invoices for different entities were in Quickbooks and Zoho, a lot of manual intervention was involved to prepare commission statements and ensure timely payouts.

3. **Handling commissions manually for a large sales team operating in multiple countries and currencies:** There are 8 different comp plans across 3 teams (Sales, PreSales, and Partner). More than 70 reps across the different teams were to be factored in, and Cyble uses a tier-based commissions structure, which made manual tracking of commissions extremely complex.

4. **Manual maintenance of multiple spreadsheets and master sheet was getting impossible:** Multiple spreadsheets were made for each geographical zone and commission plan, after which compilation into a master sheet was done to calculate commissions and apply commission rules and logic.

5. **Complex commission plans leading to disputes:** There was a severe lack of visibility from both ends. Understanding commission breakdowns through complicated spreadsheets was tough, leading to a lot of disputes. With payments being made after invoice collection, sales reps didn't understand how much they would receive and when. For management, performance management and forecasting were

severely limited.

6. **Multiple hierarchies in teams:** Across the various teams, multiple hierarchical levels impacted commissions and commission tiers, adding another level of complexity to take care of in spreadsheets.

The Solution: Automated sales compensation process powered by seamless integrations

> In July 2024, Cyble switched from manual commissions to Visdum's fully automated sales commission system, allowing their 70+ reps greater visibility and saving countless hours for the finance team.

Why did Cyble choose Visdum?

Cyble chose Visdum because Visdum can support its unique commission structure which recognizes commissions on invoice collection. Visdum's native integration with HubSpot, Zoho, and QuickBooks along with territory management makes it easy to collect data from multiple sources and geographical zones. What truly stood out was Visdum's flexible and customizable dashboard that enabled Cyble's CFO to get a holistic 360-degree overview of team performance. This dashboard solved the purpose of having critical business metrics such as percentages of invoices collected, CAC, complete sales performance, team earnings, sales leaderboard, and heatmaps — all in one place.

The Results: Streamlined commission management for the finance team and enhanced visibility across the board for the sales team

> Cyble has successfully transitioned to Visdum's automated sales commission system, handling 8 hierarchies across 3 teams, with integrations across Quickbooks, Zoho, and Hubspot.

1. **Customized dashboard:** Visdum built a customized dashboard for Cyble's unique use case so that the C-suite level employees, particularly the CFO, could monitor important statistics such as sales performance, CAC, earnings, invoices collected, etc. from the top down.

2. **Flexibility and customization:** Visdum offers complete customizability and flexibility. With dedicated resources, Visdum tailored its offering specifically to Cyble's use case, resulting in a streamlined sales compensation experience for Cyble.

3. **End-to-end automation:** Visdum's automation of commissions is comprehensive. Right from deal data capture, computation, and payroll, to ensuring real-time visibility and performance insights- everything regarding sales commissions was comprehensively optimized and automated by Visdum.

4. **Transparency in earnings for sales reps:** Sales reps receive their commission statements right through Visdum, and their dashboard shows them a complete drill-down of their commission earnings with formulas at a deal-by-deal level with access to CSV Reports & Analytics.

5. **Streamlined territory management and multi-currency payouts:** Since Cyble has reps across geographies, they achieved commission accuracy and transparency with Visdum's multi-currency conversion feature, enabling users to see their payouts in their own currency.

6. **Ease of use and sales compensation management efficiency:** Visdum significantly reduced the time required by the finance team to handle and manage sales commissions. Implementation of complex plans and their customization has been made super easy, along with guaranteed accuracy.

7. **Seamless integrations:** Cyble's multiple data sources for booking, collection, and CRM are all integrated seamlessly with Visdum. Data across multiple geographies and platforms is fetched in real-time to compute commissions.

Cyble's vision of a streamlined and effective sales commission process has come to life with Visdum. With personalized dashboards at each hierarchical level, visibility has been greatly enhanced.