



How Multiplier streamlined sales compensation to align with a globally distributed workforce



7+

Data Sources Integrated

10+

Currencies Handled

100%

Accuracy in Commissions

Multiplier needed a way to efficiently process sales commissions for their employees across the globe and handle multiple currencies while doing so. In FY 24, Multiplier opted for Visdum's sales compensation automation to streamline their commission processes and get dedicated customer support for handling commissions.

## About Multiplier

Location: Water Street, New York

Employees: 400+

Using Visdum Since: 2024

Business Category: HR Tech

Multiplier, founded in 2020, is a global employment platform that specializes in helping companies hire and manage international teams compliantly. Multiplier's platform provides services like global payroll management, employee benefits administration, and automated HR compliance across 150+ countries. In 2023, Multiplier raised \$60 Million in their bid to make a globally-strong platform.

Many fast-growing startups, tech companies, and multinational corporations such as Korn Ferry, Uber, Technology Aloha, etc. rely on Multiplier to expand their global workforce without establishing local entities.

**The Challenge:** Managing global sales compensation for their global workforce while being compliant.

Multiplier has 100+ reps working across more than 10 countries. Combined with different data sources, sales commission computation was extremely time-consuming and opaque.

1. **Managing a highly distributed workforce:** Complexity in tracking sales performance across multiple remote locations, making it difficult to maintain consistent compensation standards and performance metrics across different geographical teams.
2. **Handling multiple currencies and diverse payroll regulations:** Significant challenges in calculating accurate compensation, requiring manual currency conversions and compliance checks that increase the risk of errors.
3. **The fragmented nature of data sources meant opaque sales performance tracking:** Makes consolidation extremely challenging, preventing managers from obtaining a comprehensive view of sales performance and making informed decisions about compensation adjustments.
4. **Sales success extends beyond initial contracting:** Sales success for Multiplier extends beyond signing to include ongoing client service utilization, making it complex to design and implement compensation structures that accurately reflect the full scope of sales performance.
5. **Long sales cycles:** Complicates the timing and calculation of compensation, as traditional calculation on spreadsheets becomes too complex to account for the extended period between initial engagement and deal closure, impacting sales team motivation.

## **The Solution: Automated sales compensation process powered by seamless integrations and robust data management and aggregation**

In October 2024, Multiplier implemented Visdum's fully automated sales compensation solution, allowing their 90+ reps clear visibility into their earnings and making the finance team's job much more efficient.

### **Why did Multiplier choose Visdum?**

Multiplier needed dedicated customer support because they did not have a dedicated sales compensation analysis team. Quick and dedicated support was a priority and Visdum stood up to the expectations and adapted to Multiplier's needs.

What truly stood out was Visdum's data layer, which standardizes and aggregates data from multiple sources for Multiplier, along with an integration with Salesforce. Visdum also provided Single-Sign-On (SSO) for accessibility and dedicated sales performance dashboards at each hierarchical level to enhance visibility into crucial sales performance metrics.

## **The Results: Countless hours saved by the sales operations team, and greater visibility for leadership with dedicated sales performance dashboards.**

Multiplier has successfully automated 10 comp plan variations for their 100+ reps including SDRs, BDRs, and CSRs, integrating 7 data sources and handling commissions in 10 currencies.

1. **Globally compliant commissions:** Visdum helped Multiplier adhere to multiple payroll regulations and compute commissions in 10 currencies seamlessly while aggregating data from 7 sources and integrating with Salesforce.
2. **Flexibility and customization:** Visdum's flexibility helped Multiplier automate dynamic plans, make multi-currency reporting transparent, and distribute commissions in local currency.

3. **End-to-end automation:** Visdum focused on ease of use, providing an Excel-like flexible rule engine in which assigning deal credits and creating formulas is super easy. Visdum automated sales compensation right from data gathering to computation and finally to disbursement and creation of commission statements.
4. **Transparency in earnings for sales reps:** Sales reps receive their commission statements right through Visdum. Their dashboard shows them a complete drill-down of their commission earnings at a deal-by-deal level with all applied rules, with access to CSV Reports & Analytics also available.
5. **Streamlined territory management and multi-currency payouts:** Since Multiplier has reps across geographies, Visdum helped them achieve commission accuracy and transparency with Visdum's multi-currency conversion feature, enabling users to see their payouts in their currency.
6. **Dedicated customer support:** Visdum enabled Multiplier to handle their sales compensation processes without a dedicated in-house Sales Comp team by extending dedicated and quick customer support for all their sales comp needs.
7. **Consolidation of data sources:** Multiplier's global workforce meant several data streams and sources, and Visdum helped them aggregate and consolidate this data to compute commissions automatically. Visdum also greatly enhanced visibility into KPIs and compensation planning by setting up dedicated dashboards.

Multiplier'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.

You've seen how we handle problems,  
Want to see what we can do for you? Let us take a swing.

[Show me what you can do.](#)