



Who we are



What we do



Why ICM



Why Varicent



Our partners



What we did

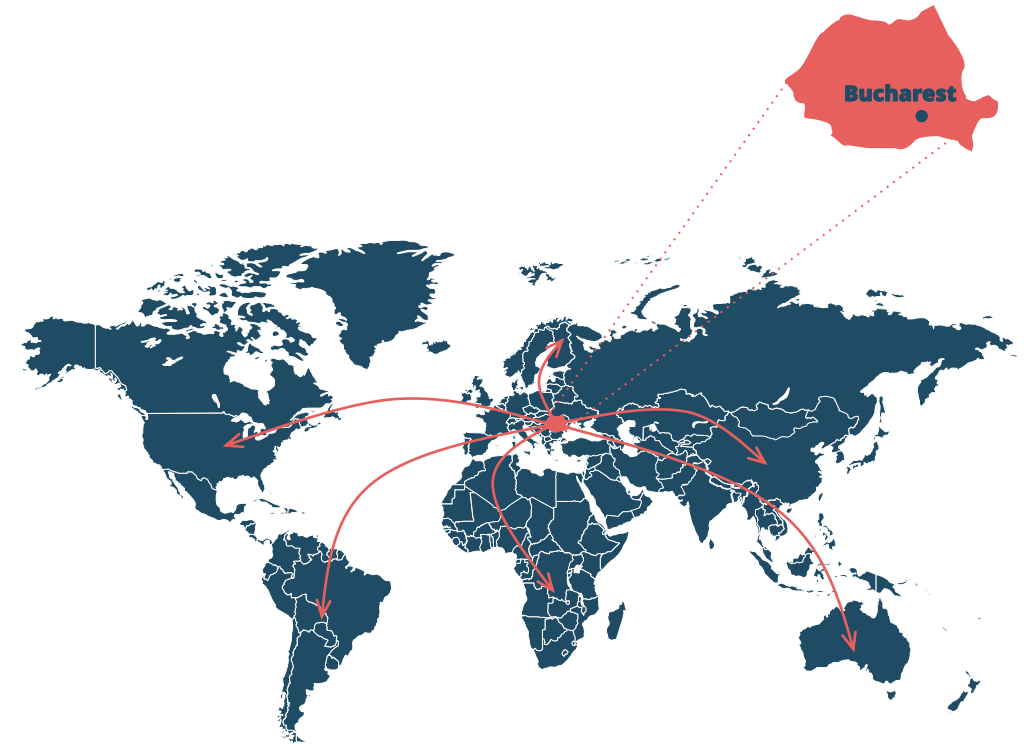


Who we are

Valdrum is a business intelligence software consulting company specializing in sales performance management and financial planning solutions.

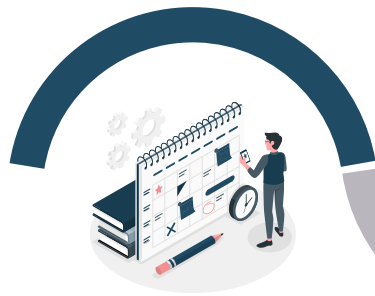
Our team is based in **Bucharest, Romania** and is experienced in implementations for Fortune 500 global companies but also mid and small sized businesses.

Our projects have spanned across multiple industries and domains – from finance and compensation to logistics and manufacturing. Our clients are based in Europe, US, Canada, Australia and Middle East.



What we do

We deliver custom-made, end to end, Incentive Compensation Solutions using **Varicent ICM** as a preferred vendor. Our consultants can guide you through the whole journey from planning to implementation and after go-live.



Planning Phase

- business analysis
- requirements gathering
- solution design
- planning & estimations
- project management



Implementation Phase









- data migration & ETL
- solution development
- unit testing
- quality assurance



Post Implementation Phase

- documentation
- support
- maintenance

Why ICM

Without ICM	With ICM
 <p>Manually calculated incentive plans</p>	 <p>Automatic real time calculations</p>
 <p>Multiple manually-managed source files</p>	 <p>Up-to-date data through source system integration</p>
 <p>Asynchronous teams working on Excel files, e-mails or other tools</p>	 <p>A single point of truth for compensation management process.</p>
 <p>Potential payment delays due to errors</p>	 <p>Consistent payout cycles</p>

Why ICM

Without ICM



Sellers make their own incentive calculations on the side



High effort in rectifying retroactive payout impact when mistakes have been identified after payouts



Low visibility in the compensation process history

With ICM



Reduces shadow accounting by providing detailed reports to sellers



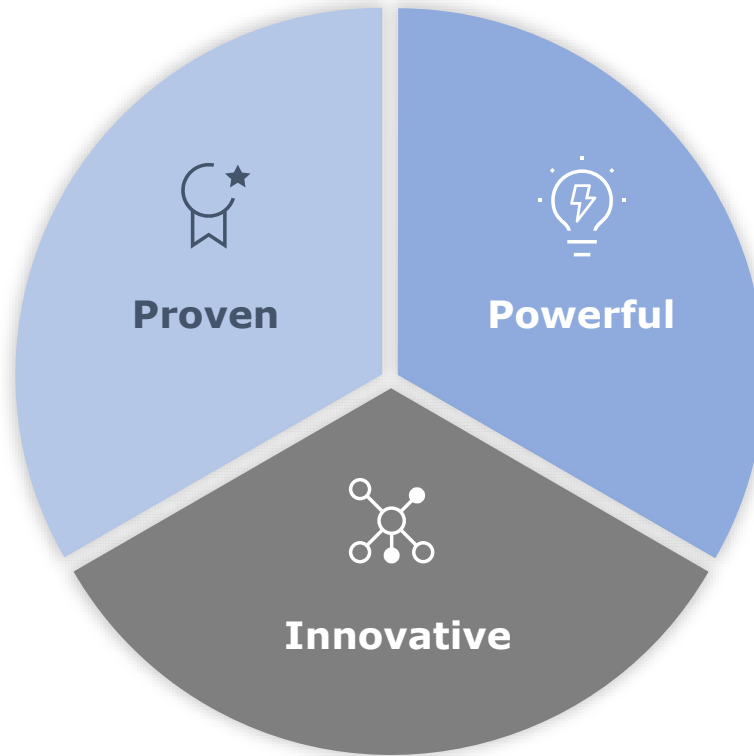
Embedded prior period adjustments which allow past changes to be processed on the current pay cycle



Transparency and historical audit kept in the model as payout cycles completes.

Why Varicent

- Technology, Experience and Insights from nearly 20 years in SPM
 - 100B Transactions processes daily
 - 500+ Global Deployments
- Recognized market leader by Gartner, Forrester, Trust Radius, and G2

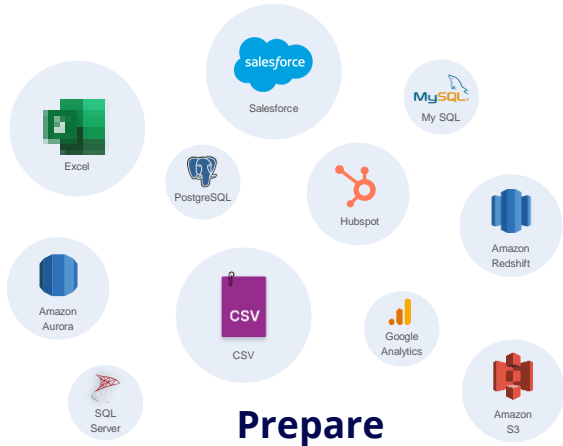


- Deliver transparency and execute flexibly across your data, rules and reporting with an open, extensible data model
- Client owned and managed, giving you control, self-sufficiency and speed
- Make informed decisions based on AI-guided insights, benchmarks and pre-built apps

- Build Insights through a centralized, transparent data hub – integrated into your ecosystem
- Adapt strategy and create unique SPM solutions to support your strategy
- Flexibility and scalability across the solution

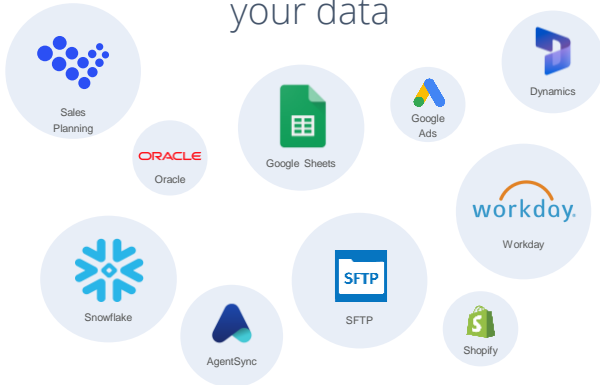
Why Varicent

Data sources



Prepare

Easily connect, transform, analyze and automate your data



Incentive Compensation

Remove friction from the sales compensation process and master true sales yield.



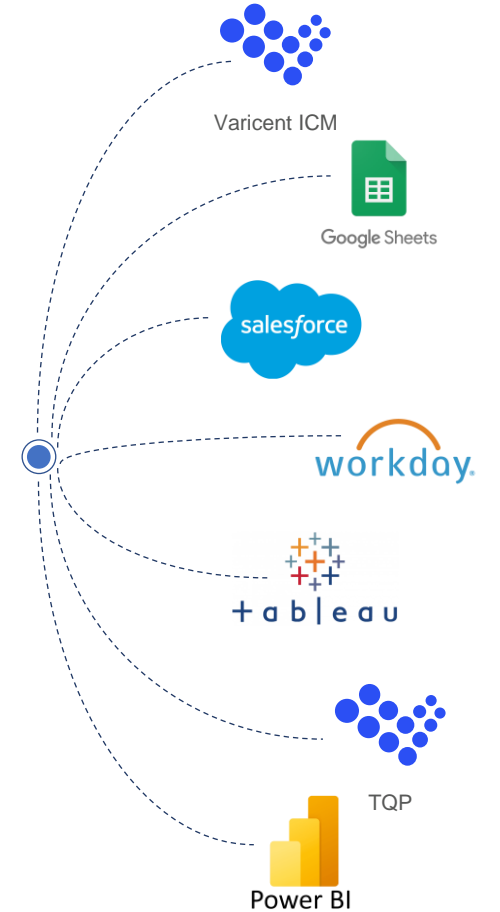
Revenue Intelligence

Enable teams with AI-driven insights to improve performance.

Query and Integrate

Feed your downstream systems with prepared data exports

Reporting & Analytics



Why Varicent

Trusted by leading brands

➤ Financial Services and Insurance	➤ Communications and Technology	➤ Consumer Goods	➤ Manufacturing and Medical Devices
 		 	 
 	 	 	 
 	 	 	 
 	 	 	 

Our partners

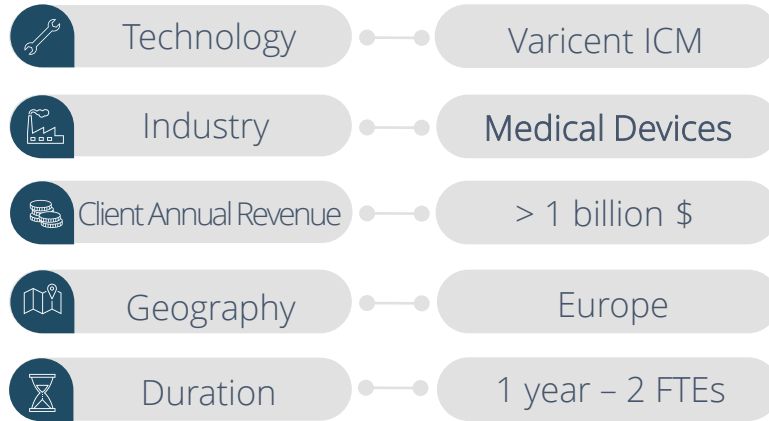


With deep experience in implementing Incentive Compensation Management projects, **Valdrum** is part of the business partner ecosystem of **Varicent** – an industry leader in SPM software. Together we are delivering end to end solutions to our customers transforming their existing compensation from a labor-intensive process to an automated and transparent system.



IBM has been a foundational partner since the early days of the company, Planning Analytics and Cognos Analytics being core technologies for Valdrum offering. Together with these two technologies we are helping our customers construct automated planning and more insightful reporting using the AI infused tools from IBM.

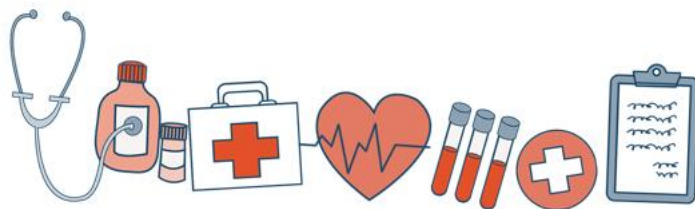
What we did – Recent projects








Following the Varicent implementation for the American division of the company, the European model came with its own challenges as the business processes were different from country to country.

The requirement gathering itself proved quite difficult as there were multiple country executives from the client that needed to be involved in order to obtain the full image of the internal workflow of the European division.

The result was a full compensation management implementation, alongside with reporting and workflows that could be used by all European branches.



What we did – Recent projects

 Technology	Varicent ICM
 Industry	Pharmaceuticals
 Client Annual Revenue	> 700 million \$
 Geography	United States
 Duration	6 months – 2 FTEs

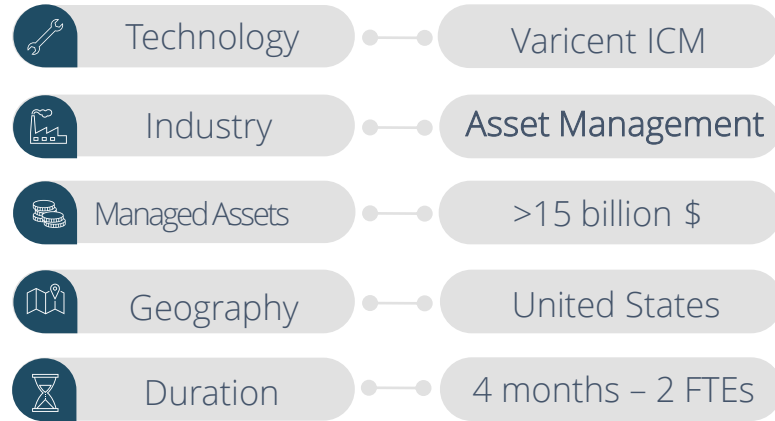


In this project we implemented a compensation solution using Varicent ICM.

The requirements revolved around upgrading a previous compensation model with the additional purpose of automating admin work and making the data flow as self sufficient as possible. The results significantly reduced the amount of work required for system maintenance while expanding functionality through new compensation scenarios.

One key automation that was the Plan Acknowledgement Workflow - this replaced a whole suite of offline operations done through email and Excel files. Not only has this drastically reduced the time to resolve, but also streamlined and standardized the whole process.

What we did – Recent projects

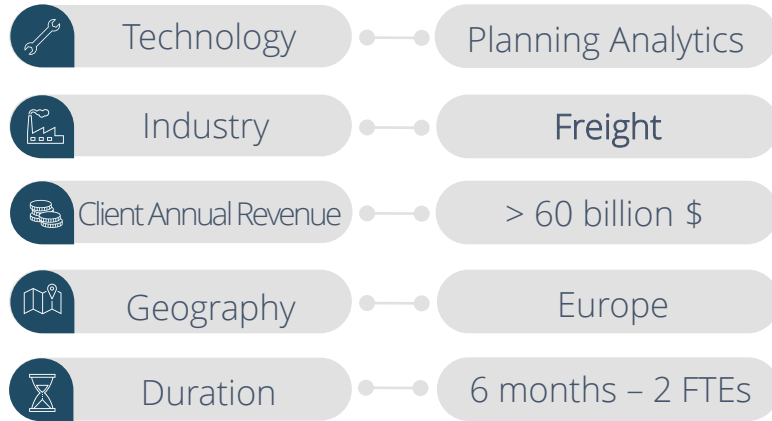


In this project we implemented a compensation solution for their portfolio managers. This was a complex project because each portfolio manager acted as its own cost center with several streams of expenses, reporting analyst costs, revenues that had to be considered before getting to the final net amount to be paid at the end of the year.

Using this opportunity, the client, together with our guidance succeeded in standardizing their compensation approach and now their portfolio managers are grouped together by compensation plans that share the same characteristics.

One of the benefits to the client was the reporting – previously they were not having predefined reports – their reporting was ad-hoc. Within our ICM solution we have constructed several reports that are providing all the necessary details for the Compensation stakeholders - Portfolio Managers, Team Analysts, Admins and Upper-level management.

What we did – Recent projects



The implementation was done in two separate stages: cost allocation and forecasting.

The cost allocation solution started as a pilot project with the intention to be used only in France. But due to its success in transferring costs from cost centers to profit centers, the business saw its potential and took the decision to adopt it throughout all its European branches.

The second stage was a forecasting solution which expanded the functionality of cost allocation. While in the first stage the purpose was to allocate actual data, this module allowed the client to forecast how costs will propagate throughout their centers. This allowed for more accurate budgeting and better predictability across the business.

Contact us



E-mail

contact@valdrum.com



Website

www.valdrum.com



Phone

+40 724 021 444



**Main
Address**

290 Calea Moșilor, Bucharest, Romania

