



Success Story
Manufacturing and Retail Industry



Maintaining a Competitive Advantage with an Integrated Compensation Solution

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CNH Industrial is a global leader in the capital goods sector that, through its various businesses, designs, produces and sells agricultural and construction equipment, trucks, commercial vehicles, buses and specialty vehicles, in addition to a broad portfolio of powertrain applications. Present in all major markets worldwide, CNH Industrial is focused on expanding its presence in high-growth markets, including through joint ventures.

Need



As CNH Industrial started to rapidly grow, they faced technology and process challenges in how they managed compensation. Inconsistencies and delays led to workforce satisfaction issues. Control problems then arose as management responded by trying to address complaints with individual patches.

What CNHi needed was a solution to automate and manage all compensation processes, across their businesses. This included their salary, bonus and sales incentive management processes. The solution would have to address their needs for alignment, transparency and traceability, while improving accuracy and control. It also needed to enable HR and sales the ability to model and change plans in response to market conditions, to increase their competitive advantage.



Solution



To address their challenges CNH Industrial selected beqom's Total Compensation Management solution, gaining tighter control and governance over their HR and sales processes worldwide. As a result, they now provide their employees with a clear picture of the link between performance and compensation, while ensuring fairness, transparency and compliance in compensation.

Rules and complexity in the incentives management process are now easily managed as beqom has the capability to allocate sales performance measurement depending on the different business lines as well as territory management below country level. If sales representatives change business or geographies, this can easily be modified in the system.

"beqom was the only provider that could meet our compensation needs. We needed a single, integrated compensation management system deployed globally, that enables us to centralize out compensation processes whilst still maintaining flexibility at the local level."

**— Robert Gerdes, Vice President
of Compensation and Benefits at
CNHi**

Benefits



By leveraging beqom, CNH Industrial:

- Centralized all their compensation processes in one platform to meet internal and external alignment and transparency.
- Adopted a new unified approach to HR and sales compensation while ensuring that their people are happy, motivated and aligned, allowing them to spend more time on providing value to the business.
- Gained control and transparency over their processes while ensuring fairness and compliance in compensation.
- Allows sales representatives to estimate their compensation based on the completion of the targets, pushing them to increase sales to attain their target threshold.

Corporate Snapshot

Sector: Manufacturing and Retail

Headquarters: The Netherlands

Total employees: 64,625

Total revenue: \$28,1 billion

*in 2019

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