

How Autodesk transformed sales performance management

2,400+

Internal sellers supported.

1,900+

Channel partners supported.

2,500+

Unique compensation components.

500M+

Annual Transaction lines processed for incentive plan calculations.

After decades of growth, **Autodesk's compensation program was mature and intricate.** The organization tracked several thousand compensation components to support a significant sales force of 2,500+ salespeople and 1,900 channel partners.

Dr. Robert Bieshaar, the company's Senior Director for Worldwide Sales Compensation and Acquisitions recognized the existing patchwork of systems—two classic ICMs and a home-grown solution—had created complexity.

While the existing ICM solution effectively calculated and processed sales payments, there were tradeoffs in critical areas:

- **Lack of flexibility:** Autodesk needed agility to support a complex and ever-evolving sales environment, but their delicate solution couldn't accommodate modern sales processes.
- **A lack of unified data and limited insights:** The compensation team's inability to access in-depth analytics or perform predictive modelling with what-if scenarios hindered the ability to anticipate or act on relevant data. The system was too fragmented.
- **Manual, time-consuming processes:** Despite the ICM solution in place, compensation analysts were bogged down with calculating payouts in point solutions. Inefficient workflows constrained the ability to focus on strategic activities.

Autodesk needed a centralized, scalable platform to simplify operations, support their unique complexities and large data volumes, and the ability to forecast with connected data (everything from territories, to quotas, through to SPM).

Robert and his team wanted advanced strategic planning, without the administrative burden. As he shares:

“We needed an analytics environment that uses ICM data to be able to predict what is going to happen in our sales organization and what we should be focused on.”



At a glance

COMPANY SIZE

14,100+ employees

HEADQUARTERS

San Francisco, California (offices worldwide)

INDUSTRY

Software & technology

ABOUT

Autodesk is a multinational company providing software products and services for spanning architecture, engineering, construction, product design, manufacturing, media, and entertainment—empowering innovators everywhere to solve challenges big and small.

A unified, holistic source of truth for sales performance management

After an extensive evaluation, Autodesk chose Forma.ai as its full-stack SPM solution.

“They were one of the very few companies—if not the only one—who truly had a solution that impressed us immensely”

Robert cites several key reasons for the decision to implement Forma:

Unmatched flexibility & scalability

Unlike traditional ICM solutions where plans or rules are built and configured from scratch, in Forma.ai, the design and administration of plans is fundamentally different (and faster) thanks to the way the platform standardizes SPM data.

During implementation, Forma.ai's customer operations ensured all data was transformed and mapped to a proprietary model.

Now, Autodesk outlines the parameters they need—**defining, configuring, and customizing any plan type for rollout in just days.** There's no tradeoff between speed to value and sophistication.

“You can literally dream up any comp plan you want; there are no limitations to the implementation because you're not limited by any UI.”



Dr. Robert Bieshaar
Global Head of Sales Comp

Optimized strategic decision-making

Once Autodesk created a comprehensive source-of-truth with Forma.ai, they could model different compensation scenarios, forecast outcomes, and optimize for profitability in an unconstrained environment.

With real-time analytics and predictive modelling running on interconnected data, Autodesk now has the insights needed to make informed SPM decisions fast.

Their leaders can forecast sales outcomes, identify savings, adjust incentive structures, and drive revenue growth more effectively:

“Forma.ai provides flexibility like no one else in the category...With their real-time modeling, I can apply any idea I have against last year's data to see how much it would cost and what it could achieve.

The discussions [we] can now have [are] fundamentally more valuable, informative, and help make future decisions we weren't able to in the past.”

Increased efficiency & productivity

The automation capabilities of Forma.ai have significantly reduced the manual aspects of the work involved in managing the compensation processes.

Autodesk has rapidly streamlined comp design and testing processes, such that the job profile of comp analysts could be refocused on higher-value tasks, such as providing data insights and strategic counsel to sales leaders. This has elevated the role to strategic advisory.

What's more, **upon Forma's launch, plans were rolled out at fiscal start** (as opposed to Q2) for the first time in several years.

Sellers now have access to data-rich dashboards providing real-time insights into their performance. They can see pipeline impact, progress to team-based incentives, and each rep's view is dynamically generated based on their individual comp plan.

A trusted enterprise partner

Overall, Forma.ai is now integral active partner. On the precision and dependability of Forma.ai, Robert shares his satisfaction: **“Forma delivered on every aspect we were promised...and actually some more, too.** With Forma.ai you have more control over your sales compensation process than you've ever had before.”