

CASE STUDY

Nansys

Nansys Sales Incentives, Commissions & Rebates Management platform is an end to end new-age, enterprise-grade sales performance management and analytics platform that is intuitive, and easy to use. Our platform makes it easy for you to manage all incentive schemes in one place, automate your processes, and provide real-time performance visibility to revenue, service and operations teams to drive desired outcomes.

Challenges with Current Sales Compensation Management/ Problem Statetment/ Opportunity:

1. Sales Commissions/ Customer Rebates are usually handled in Excel spreadsheets and use a lot of manual processes.

- Lot of time spent in gathering data, cleansing and calculating commissions, sending individual reports and troubleshooting disputes.
- Manual errors can be very costly sometime resulting in Lawsuits.

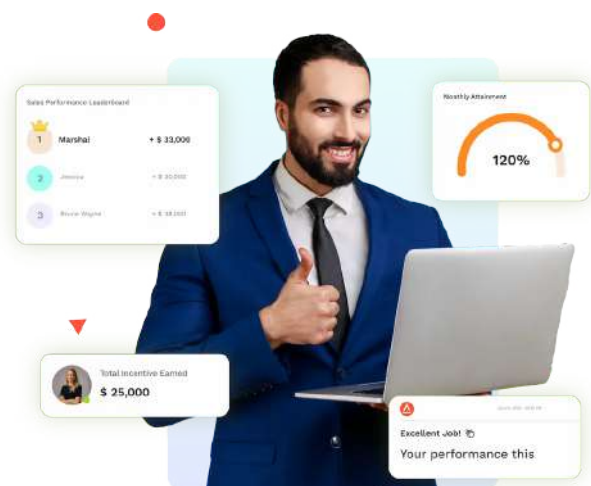
2. Lack of transparency

- Sales employees and management have no visibility on targets attained and attainment percentage till the end of the program cycle.
- Trust issues and lack of motivation.

3. Existing CRM/ERP products are ill equipped to handle the complexities of a Sales Commission plan, can handle simple scenarios at best.

- Not engineered from the ground up to handle time bound plans and participants.
- Multiple plans for the same employee resulting in multiple payments.
- Cost of customizing existing system like Sales Force can be exponential with the number of changes to standard functionality.

4. Managing Compensation Plans and Participants across time periods, maintaining audit trails and compliance requirements can be very cumbersome to deal with in a custom product or with manual processes.



- ▲ **Vision:** Simplify and Automate the Sales Incentives and Rebates Process in an organization with Nansys solution, The right and smart way to calculate Sales Incentives and Rebates

Story behind the problem

Upon researching multiple ideas to build a software startup, the team narrowed down to this problem as they worked as a consultant in this space for a long time in the US and had a good understanding of the domain and pain points across multiple industry verticals. The existing /legacy products are very cumbersome to work with and very expensive to use. There are no good product for the SMB sector. The team decided to build a modern application with an elegant UI/UX and also extremely easy to deploy and use. They did some research and found a few startups in this space that raised significant amounts of VC over the last few years and were also growing rapidly. After some market survey with a few companies , they realized the companies are doing it manually and that the problem is real with no good solution available. So the startup decided to jump in and create a product for this problem.

The proposed solution

Nansys sales ICRM platform is a new-age, enterprise-grade sales performance management & analytics platform that is intuitive, user-friendly, and easy to use. Their innovative design is architected to support enterprises across different industries and personalized to their operations.



Idea Validation

The team did some market survey to understand the pain points. Both the companies we surveyed were doing manually and also had dedicated personnel to do it (track, calculate and Pay) every month. Also, they got some early leads with friends and realized there was a real gap in the market with no viable and affordable solution, especially for the SMB market.

Challenges Faced by Startup:

1. People

- Hiring and training people to build the solution

2. Technology

- Designing the right architecture and tech stack to build the solution

3. Time to get to market with limited funds/resources

- Bootstrapped with limited funds, going with Interns and freshers was taking too long to build the solution.

4. Sales/Marketing

- Finding the first set of customers to pilot and fine tune the solution. Just moved to India after spending my entire career in the US, so limited contacts here in the domestic market.



Why did you join RubriX?

To address all of the above issues, I heard about Rubrix when I just got convinced about the idea. I had one full time employee with zero experience working with me during that period. So I decided to try the program and see if it helps me realize my goals of coming out with the MVP with limited resources.

How did the program interventions help?

- Structured approach helped with keeping the focus on MVP and driving it to completion.
- Design and Marketing classes helped in fine tuning the feature set.
- Mentor sessions and feedback were very insightful.
- Helped with customers for Market Survey.
- Introduced to various service partners for legal, HR and technical requirements.



Support from Program Team

- Vinay and Krishna (Team RubriX) were always available to discuss any and every issue being faced during our journey to build the MVP.
- The connection enabled with Janaspandana services was critical in building the solution. Initially the plan was to hire talent and do it inhouse. But after having discussions with Ketan and looking at his previous work, I decided to contract the first phase of work to Janaspandana team. It worked out really well. The product we built is fairly complex that needed multiple skillsets(frontend, backend, UI/UX design, website and good architecture to scale well) and in hindsight I couldn't have done it internally with my limited resources(both manpower and funds). I am really happy with the Rubrix team to enable this through one of the interventions where we got to see Ketan's previous work and hold one on one discussions with him about our technical needs.

Key Features of Product



Data Engine

Integrate with any data source using out-of-the-box connectors for Excel, XML, or CSV files, or via API end-points to connect CRM, ERP, and HRMS



Calculation Engine

Calculate any result needed for your incentive programs, reporting, and analytical needs. If the data is available, the result is easily obtained.



Workflow Engine

Automate intricate workflow processes of sales team majorly for approval hierarchies and payout dispute resolutions using notifications and e-signature



Reporting Engine

From visual data-discovery tools to business analytics reporting, Nansys's reporting engine provides real-time analytics for all users in your company.

Outcomes

- First version is ready for release to the general market by Year end.
- Planning to go-live with first pilot customer (Volopay) which is fintech based out of Singapore and raised 40M\$ in venture capital.
- Discussions with another big manufacturing company to deploy the solution have advanced to the top level. If this happens, it will be a game changer for the startup.
- Product and website have been received very well by people that had an opportunity to check it out and the overall feedback has been really good so far.



Rubrix Experience (Founder testimonial)

Rubrix was a real game changer for our startup. Right from the conceptual stage to building the MVP, we had real good support and guidance essential for early stage startups in various aspects of product design, marketing research, UI/UX, finding the right technical partners for implementation, mentorship and funding. We also had periodic reviews/checkins with industry experts to make sure we were on the right path and avoid the costly mistakes that most early stage startups are prone to. I am very pleased with the overall outcome and the connects made with various departments/organizations/people internal and external to T-Hub during this time. Would gladly recommend this for any budding startups..



Anil Nadimpalli
Founder, Nansys



How did being in the startup ecosystem help you?

T-Hub ecosystem played a major role in what we achieved so far, Heard about Rubrix through T-Hub. Got our first pilot customer (another T-Hub startup) through T-hub connections. Almost every day, we find something interesting happening around that motivates and inspires everyone in the ecosystem, These small day to day interactions add up to important achievements over the long run, we don't realize that on a day to day basis but when we look back at what we achieved in 6 months, we have come a long way indeed.

Team behind RubriX

Nansys faced several challenges in their journey to build a MVP from their prototype. Though the founder comes with 15+ years of experience in working with fortune 500 companies, a structured guidance in regards to software product development process and connections with potential partners was critical. The program team enabled Nansys with connections to accelerate the product development process. T-Hub's proprietary need gap analysis helped identify necessary milestones and guide the startup across the 5D framework. The workshops conducted helped Nansys in clearly establishing their product direction.

The mentor, Mr. Avneesh Bhatnagar is a Product Leader with extensive industry experience in software product development specifically in Product Management and Consulting. He has provided mentorship and guidance throughout the product development process. Mr. Bhatnagar's expertise and insights helped the founding team to better understand the market landscape and conduct effective user research. Office hours conducted by the program team were instrumental in bridging missing elements.



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