

Cadwell Turns to IncentViz to Remedy Commission Management Pains

Automation helps Medical Device Company to Simplify Complex Calculations

Cadwell Industries, a global leader in diagnostic medical equipment and innovative neurophysiology instruments, recently adopted IncentViz to help them modernize their commission management processes. The improved efficiency, time savings, and unquestionable accuracy have been transformative, Caldwell commission administrators say.

Caldwell's Challenges

Over 50 sales agents sell the complex equipment as well as the accessories and consumables that are used in operating the equipment. The two teams have very different sales cycles and commission structures, some quarterly, some monthly. Bonuses also are offered, adding to the complexity of calculating payments due.

The accounting team is responsible for commission administration. Before adopting IncentViz, several people were involved, committing many hours every commission cycle. Because they were using spreadsheets and manually uploading sales data, the process was tediously slow, susceptible to errors.

"We'd always have to double check calculations, always second-guessing the accuracy," says James Bryant, Accounts Receivable Supervisor. "The most time intensive part was manually uploading data. It was a pain," he adds.

Gretchen Scarbrough, Senior Accountant, agrees, saying "It was clear we needed more automation. The manual element was cumbersome."



About Cadwell Industries



Founded in 1979, Cadwell Industries is a global leader in diagnostic medical equipment. Headquartered in Kennewick, Washington, Cadwell specializes in innovative neurophysiology instruments and a wide range of diagnostic solutions. The company's product line includes EEG systems, EMG machines, intraoperative neuromonitoring (IONM) devices, PSG systems, electrodes, diagnostic software, and essential accessories.

Choosing IncentViz

Caldwell had several reasons for selecting IncentViz as their commission management solution, they say. The most important was the integration to Cadwell's ERP solution, Infor CloudSuite Industrial (SyteLine). The integration means IncentViz pulls sales data directly from the ERP. This eliminates the need for IT to export data from the ERP and for the commission administrators to import the raw data into a spreadsheet to perform the calculations.

"The interface with our ERP system was big. That was the main hurdle we wanted to get over," says James.



IncentViz Implementation

Deployment went smoothly. Single Source Systems, the company behind IncentViz, provided support and helped Cadwell adapt functionality to its needs. The highly flexible solution was able to be personalized so it accommodated Cadwell's commission structure.

"How Cadwell structures its commission program is one of the most distinct and complex we have seen," says Marty Rhodes, Product Manager for IncentViz.

"IncentViz—and our support team—met the challenge head-on. We were able to help define parameters and set up the series of calculations so they can happen automatically."

He adds that flexibility was built into IncentViz for just that type of situation. "Companies can have commission structures that evolve into multi-part structures and several dependencies. We help apply rules-based logic that is consistent."

Benefits

Improved visibility is one of the many benefits of IncentViz, Gretchen says.

Sales managers and sales agents can use the IncentViz portal to login whenever they want. They are able to easily see their status in real time.

"This reduces questions and helps the agents monitor their sales performance and commissions earned," she says.

James adds that giving sales managers real-time access to reporting through the sales cycle gives them valuable insight. The week before a sales period closes can be hectic. But having this real-time visibility throughout the period provides more time for analysis and engagement.

Greater accuracy is another improvement. "We now have confidence in the numbers, no longer always checking and rechecking. It's always right," Gretchen says.

It's hard to quantify exact times savings, because every month was different, Cadwell reports.

James says, "Definitely, eliminating the data upload has saved me a lot of time of daily or monthly work and review. So that alone saves time and makes for greater efficiencies, hands down."

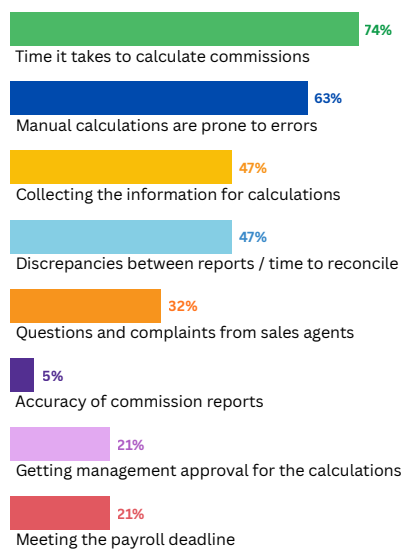
BENCHMARK REPORT

Single Source Systems recently published its 2026 Commission and Rebate Benchmark Report revealing industry trends, including top challenges. The data shows that Cadwell is not alone in its concerns about time and accuracy. How long it takes to calculate commissions is the top challenge for 74% of respondents. And 63% note that manual calculations are prone to inaccuracies.

Fortunately, automation solves both issues. The Benchmark Report explains how automation speeds calculations and removes risks associated with manual processes.

You can [download the complete report](#) and learn more about industry trends.

Top commission challenges



Tips for your commission management journey

Following some basic strategies will help you be well prepared when selecting and transitioning to a modern solution for managing commissions and rebates.

- Document critical needs and goals before beginning the evaluation process.
- Be highly detailed and specific with the solution provider about your expectations.
- Involve the sales team in the evaluation and decisions.
- Allow time for adjustment. Be prepared to answer questions.
- Think long-term. Envision how you want to grow and how you will need to scale programs for the future.

Conclusions

Cadwell has a complex sales structure with sales agents having different types of compensation plans. Using spreadsheets to track commissions due was time consuming, with lack of confidence in accuracy. After deploying IncentViz, automation made the entire process easier and faster. IncentViz now gives Cadwell confidence in the calculations so administrators can focus on other tasks, sales managers can analyze data when its convenient, and sales agents can be confident their commission checks are accurate.

About IncentViz

IncentViz, from Single Source Systems, is a highly reliable solution that is flexible and easy to use. It integrates with Infor CloudSuite Industrial, CloudSuite Distribution, Infor Service Management, and Infor VISUAL so that the sales, service, and contract data is directly accessed from related transactions. Reporting is accurate and reflects real-time data. IncentViz will help your organization streamline, automate, and up-level your entire commission and rebate management process.



About us

For over 40 years Single Source Systems has been helping companies enhance their operations through technology and proven business insights. We are a long-time Infor Channel Partner, thoroughly familiar with the architecture of their solutions for smooth integration of IncentViz to key Infor solutions (CloudSuite Industrial, CloudSuite Distribution, Infor VISUAL, and Infor Service Management.)