

## **Leading Sales Performance consultancy chooses GBC to launch into Europe**

London, UK, 5<sup>th</sup> January 2009 – OpenSymmetry has chosen Grant Butler Coomber (GBC) as their European PR agency. The firm, a leading independent consultancy for Sales Performance Management (SPM), originally from the US has already achieved large growth in the UK and is now looking to do a big push to extend its activity even further, including the rest of Europe.

OpenSymmetry is a highly specialised consulting company that offers services focused on helping its clients to implement sales performance management solutions that improve how large sales forces are managed and incentivised. Research firm Gartner forecasts that the sales incentive compensation management software market is growing by at least 15% year over year and that it could save mid-sized firms £65 billion a year in lost sales.

“Sales Performance Management is becoming critical as businesses look to maximise their return from sales incentive programmes. Reducing errors and overpayments can save millions. This market is growing very fast as more and more companies are realising the benefits of implementing such a solution.’ Says Mark Kemp, Director of Client Services at OpenSymmetry.

“OpenSymmetry has become a clear leader in this market and is growing its client base among major corporates in the financial and technology sales areas. Helping them communicate the value of their consultancy and the solutions that they implement presents the team with exciting opportunities, says Daniel Couzens, Associate Board Director at GBC.

### **About OpenSymmetry**

Through a full range of services, OpenSymmetry enables organisations of all sizes to maximise the value of their SPM solution. Based in Austin, Texas and London, UK, OpenSymmetry is the only independent consulting company with a global network of highly skilled consultants dedicated to SPM.

OpenSymmetry has alliances with leading software vendors including Callidus Software, Varicent, Oracle and Xactly, as well as consulting firms such as Accenture. Clients include Barclays, HSBC, ING, Sybase and Vignette.

For more information, please contact GBC on: +4420 8322 1922