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CASE STUDY

AppDirect Streamlines Compensation Management with CompLogix

AppDirect is a global technology company on a mission to make software and digital services accessible for every business. Founded in 2009, the company has grown into a leader in B2B subscription commerce, helping organizations around the world simplify how they buy, sell, and manage technology. With a presence across multiple countries and industries, AppDirect empowers businesses to embrace innovation and operate more efficiently through a unified digital platform—making complexity simple and growth achievable.

ORGANIZATION INDUSTRY EMPLOYEES LOCATION SOLUTION



AppDirect



B2B Software &
Digital Commerce



1,200



Global



CompLogix
Compensation
Management Platform



“We liked the user interface, as well as the flexibility and ability to customize for our needs.”

– **Melissa Hennebry**
Senior Director
People Operations

When AppDirect began searching for a better way to manage compensation, the HR team knew what they wanted: a system that was intuitive, flexible, and designed with people in mind. Their existing approach, built around spreadsheets, had become cumbersome as the company grew. The annual compensation cycle required time-consuming manual updates and cross-checks, leaving little room for strategic focus.

That’s when AppDirect discovered CompLogix.

From the very beginning, AppDirect’s priorities were clear. They needed a solution that could grow with them and empower their HR team rather than constrain it.

CompLogix checked all the boxes:

- ✓ An intuitive experience for both managers and employees
- ✓ Flexibility to accommodate AppDirect’s unique compensation structure
- ✓ Scalability to support global growth
- ✓ Administrator control, allowing HR to adjust and configure without external help
- ✓ Cost-effectiveness, without compromising functionality

The Implementation Journey






Transitioning from spreadsheets to a dedicated compensation platform can seem daunting, but for AppDirect, the process was surprisingly smooth.

There were some early challenges in aligning requirements and ensuring clear communication between teams, but once those were addressed, implementation moved swiftly. The HR team quickly saw value in the new system, especially compared to their previous manual methods.

The simplicity of CompLogix allowed AppDirect to complete compensation cycles more efficiently and reduce errors, setting a new standard for accuracy and ease.

Transformative Results

Once the platform was fully in place, AppDirect began experiencing the tangible benefits of automation and design simplicity:

-  Streamlined annual merit and bonus planning
-  Elimination of manual spreadsheets, significantly reducing administrative burden
-  Cleaner, more intuitive interface that improved the manager and employee experience
-  Greater flexibility than their HRIS could provide alone
-  Enhanced control for HR administrators, empowering self-service configuration and reporting

Looking Ahead

As AppDirect continues to expand its global footprint, the company's People Operations team is focused on maintaining a consistent, transparent, and scalable approach to compensation management across all



Previous Approach:

- Manual, spreadsheet-based compensation process
- Limited flexibility within previous platform's native functionality
- Growing complexity as the company scaled

"CompLogix gave us the flexibility that our HRIS couldn't provide and transformed our annual merit and bonus cycle. The user-friendly interface and ability to customize made all the difference for our HR team and managers."

regions. CompLogix serves as the backbone of that vision, providing a flexible and sustainable platform that evolves in step with AppDirect's business needs.

The HR team is already exploring ways to use CompLogix to bring greater visibility into compensation decisions, improve collaboration between managers and HR partners, and ensure equitable, data-driven outcomes across teams. With the ability to configure workflows, reporting, and approval processes internally, AppDirect can now make quick adjustments to support organizational changes without relying on external vendors or lengthy development cycles.

Conclusion

By implementing CompLogix, AppDirect replaced manual, error-prone spreadsheets with a modern, flexible, and intuitive solution.

What started as a search for simplicity became a transformation in how compensation is managed—empowering HR, engaging managers, and setting the stage for long-term success.

If your organization would like to know more about CompLogix or its compensation management solutions, we invite you to visit our website at www.complogix.io or contact us for a no obligation demo.

