

CtrlAltNow Launches IncentIQ, an AI-First Sales Incentive Compensation Platform Built on ServiceNow

This solution helps enterprises automate incentive plans, quota management, commission calculations, and performance visibility on a single governed platform.

Introducing **IncentIQ**
 Developed by **Ctrl Alt Now**
 Built natively on **servicenow**

Simplify Plan Management
 Drive Transparency
 Accelerate Payouts
 Real-Time Performance Insights
 AI-Powered Intelligence

www.ctrlaltnow.com

Parsippany-Troy Hills, New Jersey Jun 22, 2026 (IssueWire.com) - CtrlAltNow today announced the availability of IncentIQ, an AI-First Sales Incentive Compensation Management platform designed to help organizations modernize commission management, incentive planning, quota administration, and performance visibility.

Built natively on the ServiceNow platform, IncentIQ enables organizations to automate complex incentive compensation processes while leveraging the governance, security, workflow, and AI capabilities of ServiceNow.

Many organizations continue to manage sales commissions through spreadsheets, disconnected systems, and manual calculations. These approaches often lead to disputes, delayed payouts, limited visibility, and operational inefficiencies. IncentIQ addresses these challenges through a modern, enterprise-grade platform that centralizes incentive management and provides transparency for sales leaders, finance teams, and sales representatives.

Key capabilities include:

- Incentive Plan Management
- Quota Management

- Commission Rule Management
- Automated Commission Calculations
- Incentive Statements and Reporting
- Governance and Approval Workflows
- AI-Powered Insights and Recommendations
- Integration with Leading CRM systems

"IncentIQ reflects our vision of helping organizations simplify one of the most complex and business-critical processes in revenue operations," said Sreekanth Lapala, Founder & CEO of CtrlAltNow. "By combining incentive compensation expertise with the power of the ServiceNow platform, we are enabling organizations to improve accuracy, transparency, and scalability while reducing administrative overhead."

IncentIQ is now available on the [ServiceNow Store](#) and can be deployed within existing ServiceNow environments.

For more information, visit www.incentiq.ai

About [CtrlAltNow](#)

CtrlAltNow is a ServiceNow Build Partner focused on helping organizations accelerate digital transformation through consulting services, AI-powered solutions, and innovative applications built on the ServiceNow platform.

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