



RESEARCH

New IRF Study Reveals Reward & Recognition Strategies of Top Performing Technology Companies

The Incentive Research Foundation is pleased to release [*What Top Performing Technology Companies Do Differently for Incentives and Rewards*](#), a thorough analysis of the technology segment included in the *2020 IRF Top Performer Study*, released earlier this year. The study identifies the non-cash rewards strategies and tactics used by top performing technology companies and provides benchmarks and best practices to help manufacturing companies design effective non-cash rewards programs.

“Technology firms are providing critical services to help businesses, education providers, and individuals deal with disruptions from COVID-19. However, the technology industry is still impacted by the economic downturn, and many technology budgets will be reduced or removed,” said Stephanie Harris, IRF President. “*What Top Performing Technology Companies Do Differently for Incentives and Rewards* explains how the effective use of incentive programs can help technology companies develop strategies to achieve high levels of productivity among sales personnel, channel partners, and employees during these rapidly changing times.”

What Top Performing Technology Companies Do Differently for Incentives and Rewards summarizes findings from data collected across multiple technology firms and compares the results of top performing technology firms to those of their average performing counterparts. The report first presents key overall findings, then drills down to results for sales reward programs, channel partner reward programs, and employee reward programs.

Insights from the *What Top Performing Technology Companies Do Differently for Incentives and Rewards* include:

- Executive sponsorship increased for both top performers and comparators – although the gap is still large
- The technology sector differed from others in that both top performers and comparators overwhelmingly awarded winners automatically based on pre-defined goals
- Program reach is expanding for both top performers and comparator companies
- Both top performers and comparator companies are offering a greater variety of rewards

- Top performers prioritized flexibility and relevance of rewards

To download a copy of the full study and white paper, please visit the [IRF's webpage](#) for *What Top Performing Technology Companies Do Differently for Incentives and Rewards*.

ABOUT THE IRF

The Incentive Research Foundation (IRF), a private not-for-profit foundation, funds research studies and develops products serving all segments of the global incentive industry. The Foundation focuses its initiatives on pragmatic research highlighting the premise and the power of incentive and motivational programs.

The IRF | 7918 Jones Branch Drive, Suite 300 | McLean, Virginia, 22102 US | theirf.org