

# Channelinsight: Making Channel Sales as Productive as Direct Sales

Do you have the tools you need to manage your channel data? Does lack of insight into your channel POS and inventory data keep you guessing instead of strategizing? With the Channelinsight solution, our patented processes, tools, reports, and dashboards give you unprecedented visibility into your partners' sales, marketing, and operations functions...all the way to the end customer. The Channelinsight solutions not only give you automated collection, matching, standardization and enrichment of channel data, but also provide the largest high-tech partner directory available today, giving you one connection to more than 5,000 global trading partners, and the tools to help you make decisions — now.

The Channelinsight **Channel Sales Management** solution is comprised of the Channel Sales Management platform and the Channel Sales Management application suite.

The Channel Sales Management platform consists of Channelinsight Operations Manager, together with Channelinsight Directory and Channelinsight Partner Network. Point of Sale (POS) and inventory data is collected, standardized and enhanced and provided to you in an actionable format.

A selection of standard dashboards and reports are available in the Channel Sales Management application suite. The applications available are Channelinsight Sales Manager, Channelinsight Operations Manager, Channelinsight Compliance Manager, Channelinsight Discount Manager and Channelinsight Incentive Manager. Sales Manager is included with the platform, the other applications are available a la carte. We also offer Channelinsight **DataConnect**, an EDI-like tool that facilitates data submission for those of your partners not currently using EDI.

## The Channelinsight Channel Sales Management Platform

- **Channelinsight Partner Network**—One connection gets you 100% partner coverage through access to 5,000+ distributors, resellers, and retailers reporting detailed POS and Inventory Data.
- **Channelinsight Directory**—Provides the highest

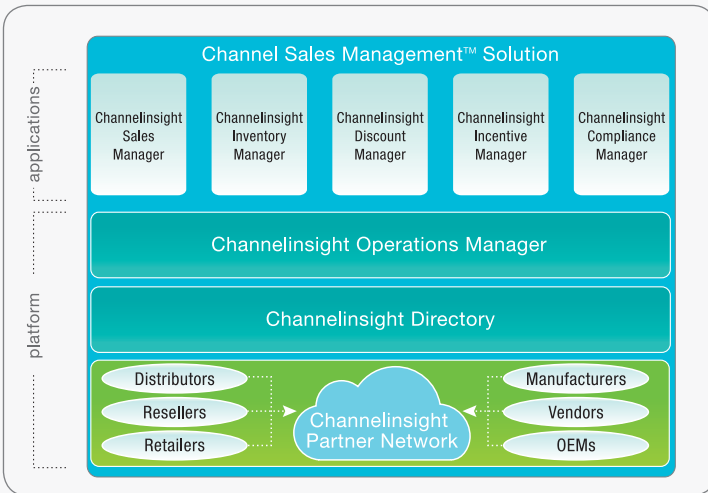
quality view of high-tech resellers and end customers in the world by processing more than 100 million channel sales transactions annually from more than 10 million end users.

- **Channelinsight Operations Manager**—Validate, track, organize and segment by user-specified attributes all partner POS and Inventory Data.

## The Channelinsight Channel Sales Management Application Suite

- **Channelinsight Sales Manager**—Manage channel sales as productively as direct sales by analyzing partner performance by regions, products, partners and end-customers.
- **Channelinsight Inventory Manager**—Optimize channel inventory and make sure the right product is in the right place at the right time through calculation of part-level inventory and reconciliation of inventory discrepancies.
- **Channelinsight Discount Manager**—Eliminate over discounting through the real-time analysis of partner discount trends, identification of which special discounts are actually driving sales, and by paying commissions on “net-price”.
- **Channelinsight Incentive Manager**—Maximize incentive programs performance through timely program analysis, modeling of proposed programs using historical POS, and automatically calculating program payouts based on actual sales results.
- **Channelinsight Compliance Manager**—Assess and eliminate partner compliance risk, grey market activity, and out of territory sales based on actual sales activity.

# Channelinsight



*With the Channelinsight solution, our patented processes, tools, reports, and dashboards give you unprecedented visibility into your partners' sales, marketing, and operations functions...all the way to the end customer.*

And all our solutions are delivered in the cloud so there's no maintenance, no deployment, no license fees, and continuous delivery of new features and functions.

All our applications are designed and implemented using channel sales management best practices that we've developed with our customers over a number of years and through our association with organizations such as PwC, KPMG, Forrester, and Pembroke Consulting—just to name a few. In addition, all our solutions are available as standalone products or fully integrated with Salesforce.

Channelinsight's Channel Sales Management collects, standardizes and enriches Point of Sale (POS), sales-in and inventory data so that you can

- Increase sales*
- Optimize inventory*
- Maximize return on discounts and incentives*
- Ensure compliance*

### Take the Guesswork out of Managing Your Channel Sales

You're smart—you've figured out how to maximize your customer reach by leveraging the channel. But while this gives you more feet-on-the-street, it can be a headache to manage your partners because you have to wade through data that isn't accurate, cleansed or standardized.

Channelinsight Channel Sales Management makes it easy for you to get actionable, accurate, enhanced and standardized point-of-sale (POS), sales-in, and inventory data. We can manage your data on your behalf, or we can give you access to the same toolset so that you can manage your own channel data.

The Channelinsight Channel Sales Management solution is the only complete channel sales management solution in the cloud. You can reap the benefits of real-time, actionable, crowd-sourced data in a scalable solution without having to worry about expensive upfront hardware costs or licensing fees, or demands on your already stretched internal resources. Deployment is fast and easy and you see an overall reduced Total Cost of Ownership. Our solution was designed in accordance with channel management Best Practices and yields Financial Grade data quality.

Current alternatives to our solution frequently include highly customized home-grown solutions which are heavily dependent on manual efforts, complex spreadsheets, custom tools, and create integration nightmares.

- **Channelinsight Network**  
100% partner coverage, partners communicate in any standard format
- **Channelinsight Directory**  
Largest, most accurate high-tech channel partner / customer database
- **Auto-learning System**  
Automatic erroneous data resolution, any exceptions handled once
- **Crowd Sourced Data Enrichment**  
Extensive company, market, and risk enriched data shared by all
- **Best Practice Processes**  
Best practice channel management processes are built-in
- **Financial Grade Design**  
Audited data quality and process ensure rapid, reliable result

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