

Leveraging InfoNow's Channel *Insight*™ solution, Channel Incentives Optimizer draws upon validated and enriched POS data, combined with your rebate program history and business rules, to plan and manage automated rebate programs claimlessly.

Incentive programs like rebates help companies promote targeted products to key markets, drive increased revenues across the channel, acquire end customer POS information, and contribute to keeping channel partners motivated. But realizing expected ROI depends upon building a program that balances rebate expenditures with forecasted volume lift, accurately tracks sales activity against program rules, and delivers the required channel partner participation. Without the ability to effectively plan and manage rebate programs, research shows that as much as 40% of MDF funds on average go unused. Not to mention the risk of lost opportunities, tracking and payment inaccuracies, program abuses, and partner frustration.

### Channel Incentives Optimizer

InfoNow's Channel Incentives Optimizer helps solve the problems of poor rebate program design, inaccurate and delayed sales data, inefficient manual reconciliation efforts, and lengthy claims processes with a simple on-demand solution that delivers timely, accurate and complete program information. Regardless of the complexity of your channel or the number of programs you manage, Channel Incentives Optimizer provides access to historical data to optimize program planning, automates the reconciliation and processing of all of your rebate POS transaction data to deliver real-time program visibility and tracking, and ensures accurate claimless rebate payments.

### Designing the Optimum Program

The foundation for any successful rebate program is identifying the optimum balance of rebate amounts, target product sales levels, and channel participants. Program

ROI depends upon being able to accurately forecast expected outcomes, and then to manage to those targets. But rebate program planning is often a hit or miss process that relies on anecdotal evidence and the delayed feedback of poor and incomplete information from the channel in an attempt to identify the best program structure.

Channel Incentives Optimizer addresses these program planning issues by providing a rebate program design environment that allows the program planner to design and model a proposed program, and then test it against historical data. As a result, different rebate scenarios can be quickly evaluated and tuned before being deployed to the channel. In addition, program planners can more accurately estimate program ROI and track ongoing performance to adjust programs as necessary to achieve the targeted results.

A key part of rebate program design is determining the business rules that govern plan execution. Channel Incentives Optimizer's proprietary rules engine enables you to apply your own criteria to establish customized business rules for each program. InfoNow's intuitive self-service interface makes it easy to specify program's duration, product(s) that qualify for rebates, tiered volume parameters and much more.

Optimizing rebate plan designs and business rules with Channel Incentives Optimizer will help give you the competitive edge you need in today's global markets.

### Drive Partner Participation with Claimless Automation

Most companies still rely upon time-intensive manual processes using spreadsheets and emails to manage rebate programs. Consequently, critical performance data reaches program managers too late to make meaningful adjustments. Instead, they look in the rearview mirror to revise programs and hope that their educated guesses are on the mark. In addition, channel partners are less likely to participate in programs that are administratively overbearing, or that take too long to deliver results in the form of paid rebate claims.

Channel Incentives Optimizer replaces slow data-collection processes with real-time automated collection, cleansing and aggregation of POS sales and rebate program data. Data that program



managers, analysts and administrators can access and use to evaluate a program's or a channel partner's performance in real time. Data that might be shared with a partner so they can see where they stand against rebate achievement goals while they still have time to act. Data that program managers can use to calculate and pay rebates as soon as they are earned without channel partners having to submit claims.

Claimless, automated, well designed rebate programs are ones that channel partners will line up to participate in, and ones that will deliver and exceed their expected ROI.

### Improving Program Control

Program automation is key to helping you achieve program accuracy and timeliness, but there are times when you have to exert manual control. Channel Incentives Optimizer provides an intuitive user interface that allows program managers to easily handle issue resolution like including or excluding particular transactions from a program, or to manually override payout and quota attainment calculations. Of course, complete audit trails ensure proper controls and processes are being followed.

### Driving Results to the Bottom Line

Companies that have solved the rebate management riddle point to growing market share, increased partner loyalty, and significantly reduced administrative costs. With the ability to react decisively to take advantage of rebate program opportunities, these companies have learned to leverage program best practices to achieve a competitive advantage. Benefits most often reported include:

- » **Increased program participation rates** due to claimless, automated processing and immediate accurate payments for partners
- » **Improved program ROI through optimized designs and rapid program adjustments** when desired results are not being met, all based on real-time transaction data

- » **Improved payment accuracy based on properly calculated net price** rather than "best guess"
- » **Reduced program costs** due to automation throughout the process
- » **Dramatic reduction of fraud and abuse** through rigorous control and management of rebate programs and qualifying transactions

Most importantly, linking pricing compliance management with the rest of your channel processes provides the foundation and tools for optimizing channel performance across finance, sales, and marketing activities.

### About Channel*Insight*

Channel*Insight* is InfoNow's on-demand Channel Performance Optimization solution. It augments existing ERP, CRM, PRM and compensation systems to provide channel best practices and results to finance, operations, sales, and marketing departments. Leveraging automation and proprietary technologies to gather and process accurate and timely manufacturer channel sales and inventory data, it optimizes this information to provide actionable insights for use across your entire enterprise.

### About InfoNow

InfoNow's on-demand Channel Performance Optimization solutions provide global technology manufacturers with visibility into every channel relationship and interaction in real-time, allowing them to gain the insight necessary to find the best mix of channel actions that grow revenue and reduce cost in order to achieve sustainable competitive advantage. Combining industry best practices with patented technologies, InfoNow's services are SAS Type II compliant to ensure timely, accurate, and complete channel insights to optimize business processes. Our global Fortune 1000 high-technology clients trust us to process over 120 million POS and inventory transactions per year delivering channel visibility, agility, and control.

For more information about our solutions, contact us at **866.868.INOW** or visit [www.infonow.com](http://www.infonow.com).

### Channel*Insight* CPO Portfolio

