



ChannelInsight™ for Salesforce CRM



Leveraging InfoNow's industry-leading ChannelInsight™ solution combined with the familiar salesforce.com user interface, ChannelInsight for Salesforce CRM accepts POS data, processes it according to your business rules and constraints, and then delivers it to Salesforce CRM, putting sales information at your team's fingertips.

ChannelInsight is InfoNow's on-demand Channel Performance Optimization solution. A complete portfolio of SaaS components, it dramatically transforms your view of your business and your sales channel. ChannelInsight accurately identifies products and accounts, such as channel partners or end customers, in your POS and inventory data, and it gives you the actionable insight you need to optimize sales, marketing, and channel management efforts to increase revenue and reduce costs.

ChannelInsight for Salesforce CRM extends the industry's most accurate and timely POS processing to your salesforce.com and partnerforce.com application. Like salesforce, it offers a cost-effective, on-demand, subscription-based platform that accelerates time-to-value.

This highly configurable solution easily accepts your sales data, processes it according to your business rules and constraints, and then delivers it in the format required by salesforce.com. ChannelInsight requires no client hardware or software, and can be implemented for your business in a matter of days.

Benefits most often reported include:

Sales

- » Real-time POS activity tied to salesforce.com accounts
- » Highlight new sales opportunities
- » One view of all salesforce.com account info & activity

Marketing

- » Tie actual results to programs & ROI
- » Accurately target cross & up-sell programs

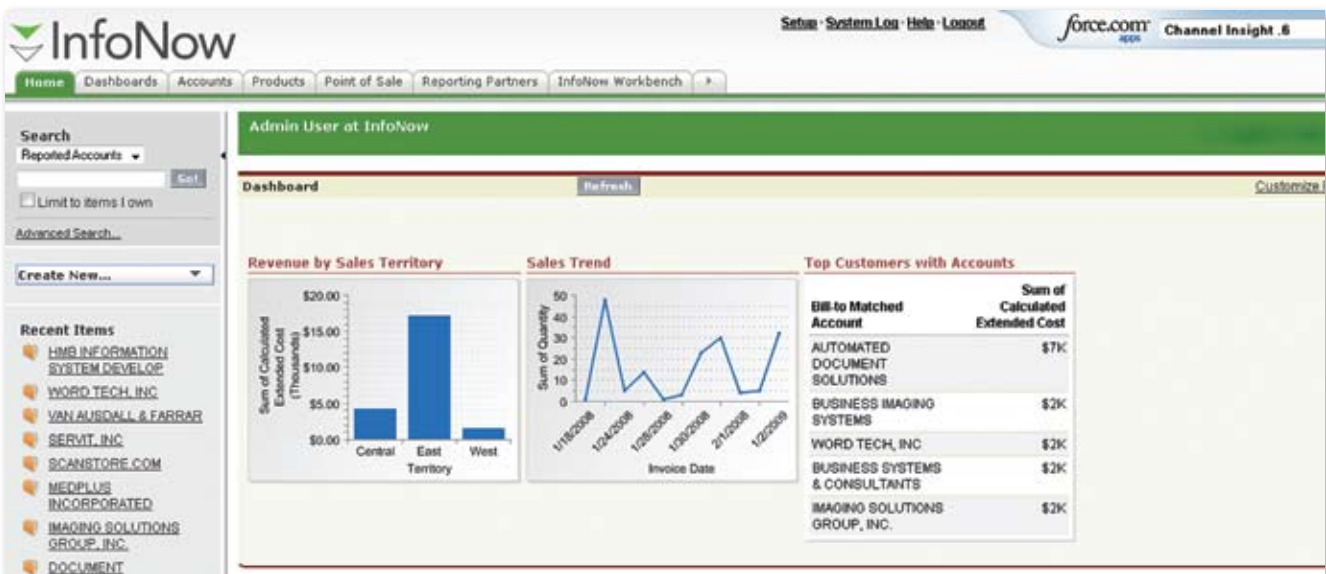
Channel Operations

- » Accurately measure partner performance
- » Manage channel product mix

Finance

- » Actual sales prices for revenue recognition and payments
- » Speed reporting & calculate accurate commissions

Below is an example of the InfoNow salesforce.com homepage which provides key sales metrics from the POS transaction data.



The dashboard view, seen below, gives you a snapshot of your overall channel activity.



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.

This transaction view is an example of how InfoNow integrates point-of-sale data reported by your distributors directly into your salesforce environment.

Action	Created Date	M to Matched Account	Transaction ID	Reporting Partner	Invoice Date	M to Reported Account Name	Matched Product Name	Reported Product SAJ	Quantity
11/17/2009	11/17/2009	WORD TECH, INC	200901120000000011	Case	10/20/09	WORD TECH, INC	80904	80904	32
11/17/2009	11/17/2009	WHAUSDALL & FARRAR	200901140000000003	Case	21/09/09	WHAUSDALL & FARRAR	181819-US	181819-US	3
11/17/2009	11/17/2009	WHAUSDALL & FARRAR	200901140000000008	Business	21/09/09	WHAUSDALL & FARRAR	181819-US	181819-US	1
11/17/2009	11/17/2009	BEHRT, INC	200901140000000009	Case	10/30/09	BEHRT, INCORPORATED	Study HP_42	143572	3
11/17/2009	11/17/2009	SCANSTORE.COM	200901140000000020	Case	10/4/09	SCANSTORE.COM	Study HP_26	143570	3
11/17/2009	11/17/2009	SCANSTORE.COM	200901140000000021	Case	10/4/09	SCANSTORE.COM	80904	181819-US	1
11/17/2009	11/17/2009	MICPLUS INCORPORATED	200901140000000017	Business	21/09/09	MICPLUS INCORPORATED	018180	018180	1
11/17/2009	11/17/2009	MICPLUS INCORPORATED	200901140000000018	Case	10/30/09	MICPLUS INCORPORATED	220C	102426	1
11/17/2009	11/17/2009	BAOSND SOLUTIONS GROUP, INC	200901140000000024	Business	10/30/09	BAOSND SOLUTIONS GROUP, INC	80904-C	181812-US	28
11/17/2009	11/17/2009	HMB INFORMATION SYSTEM DEVELOP	200901140000000009	Business	10/30/09	HMB INFORMATION SYSTEM DEVELOP	Business 1200	143610	3
11/17/2009	11/17/2009	DOCUMENT MANAGEMENT SOLUTIONS	200901140000000007	Case	10/10/09	DOCUMENT MANAGEMENT SOLUTIONS	81200-C	181817-US	16
11/17/2009	11/17/2009	DOCUMENT CONVERSION ASSOCIATES INCORPORA	200901140000000009	Case	10/30/09	DOCUMENT CONVERSION ASSOCIATES INCORPORA	81800-C	181821-US	7
11/17/2009	11/17/2009	DOCUMENT CONVERSION ASSOCIATES INCORPORA	200901140000000014	Case	10/30/09	DOCUMENT CONVERSION ASSOCIATES INCORPORA	80904-C	181869-US	1
11/17/2009	11/17/2009	BUSINESS SYSTEMS & CONSULTANTS	200901140000000012	Case	10/10/09	BUSINESS SYSTEMS & CONSULTANTS	81200-C	181817-US	38
11/17/2009	11/17/2009	BUSINESS MARKO SYSTEMS	200901140000000025	Case	10/30/09	BUSINESS MARKO SYSTEMS	80904-C	181813-US	4
11/17/2009	11/17/2009	AUTOMATED-DOCUMENT SOLUTIONS	200901140000000011	Case	10/10/09	AUTOMATED-DOCUMENT SOLUTIONS	81800-B	181823-US	16
11/17/2009	11/17/2009	AUTOMATED-DOCUMENT SOLUTIONS	200901140000000015	Case	10/10/09	AUTOMATED-DOCUMENT SOLUTIONS	81200-C	181816-US	23
11/17/2009	11/17/2009	IMPACT NETWORKING, LLC	200901140000000004	Case	10/30/09	IMPACT NETWORKING, LLC	Business 1400	143529	2

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