



# ChannelInsight™



*“ChannelInsight is a real breakthrough. We will finally stop flying blind and start running our business with actual data for a change.*

– Global technology equipment manufacturer

If you are a company that sells products through sales channels, including distributors, resellers and agents, it's nearly impossible to get the information that you need to optimize your finance, operations, sales, and marketing departments. Continual changes throughout your sales network makes finding and maintaining accurate information about partners and end customers even more challenging. Without the latest sales and inventory data, running your business can feel like flying blind because of the limited visibility into channel conditions.

To optimize your channel, InfoNow's developed ChannelInsight. With ChannelInsight™, you'll know who your end customers are and what they are buying — and who your channel partners are and what they are selling — allowing you to identify high-potential prospects and new growth opportunities, pinpoint up-sell and cross-sell opportunities with existing partners, and implement highly targeted marketing campaigns, as well as track the return on investment of each campaign.

Making ChannelInsight even more powerful are InfoNow's partner management services and Partner DataConnect. With InfoNow's partner management services, you decide how much of the partner process you want to retain in-house, and how much to have InfoNow manage for you. Making things even easier is Partner DataConnect, our solution for automating partner data collection and integration.

## The Core at the Center of It All... ChannelInsight

ChannelInsight is our on-demand software-as-a-service solution that dramatically transforms your view of your business and your sales channel. It gives you the information you need to optimize your finance, operations, sales, and marketing, efforts to increase revenue and reduce costs.

ChannelInsight begins by collecting your channel sales and inventory data from your resellers and distributors. Using our patented geo-plausibility engine, we further enrich your data—adding details about your end customers and channel partners as well as firmographic information gathered from third-party databases, like Dunn & Bradstreet.

InfoNow has created the industry's most complete, patented and proven 5-step process to deliver unparalleled performance optimization insights.

The process consists of the following five steps that are critical to managing your sales channel more effectively:

### Collect—Our data

collection specialists monitor the automatic collection of your sales and inventory data from your channel partners on a regular and timely basis.

**Identify**—With the raw data in hand, we process, cleanse and identify nearly 100 percent of your end customers and resellers.

**Enrich**—We then enrich your channel data with information you don't already have including data about your end customers and channel partners.

**Optimize**—Our value-add offerings take financial-grade data developed in the previous steps, and precisely calculates inventory balances, special pricing, sales credits, and rebates.

**Insight**—Your financial, sales, marketing and operations personnel access your POS and inventory data at any time by importing it into your existing systems or using our value-add offerings to generate reports, perform data analyses or model new initiatives.



ChannelInsight removes the data management worries from your channel team and IT organization and provides actionable insight for use across your entire enterprise.

### Our Comprehensive Solution Portfolio

As the industry leader, InfoNow's relentless creation and delivery of innovative channel solutions has resulted in the most comprehensive Channel Performance Optimization solution portfolio available today.

From our infrastructure based on patented technologies and best practices, to our core of partner management tools and capabilities, combined with award-winning channel data management for POS and inventory transactions, all supporting a thought-leading suite of optimization and management software services, InfoNow has it all.

The right technologies, the right capabilities, the right vision to support your channel optimization needs today and tomorrow.

InfoNow's comprehensive services library includes the following:

**ChannelInsight for CRM™** views and monitors the sales performance of each channel sales account putting sales information at your team's fingertips.

**Channel Incentives Optimizer™** links and tallies actual sales made by registered channel partners for timely rebate identification and calculation.

**Channel Inventory Optimizer™** aggregates inventory levels within your channel, providing visibility by product and family.

**Pricing Compliance Manager™** performs pricing calculations and special bid / quote verification against your actual sales transactions in accordance with your business rules and constraints .

**Territory Assignment Manager™** optimizes sales compensation and resource planning by collecting timely, accurate territory sales revenue.

### Serial Number Compliance Manager™

matches product serial numbers and sales dates within your point-of-sale (POS) data, helping you reduce fraudulent claims and validate customer warranty periods.

### World-Class Support, Comprehensive Features

With ChannelInsight , you receive world-class support from InfoNow's team of dedicated experts who are with you every step of the way, from testing to implementation to production. InfoNow's deployment and support professionals are experts in best practices for your industry. They will not only ensure that you get your InfoNow solutions delivering value with speed and quality, they will help you to become an industry leader.

ChannelInsight gives you a comprehensive array of built-in features designed to get you up and running quickly:

- » a fully-hosted, multi-tenant SaaS-based channel solutions patent and deploy geoplusibility for automated entity matching
- » unique trading partner identifier and database of global trading partners
- » enrich transactional data with 3rd party information such as Dunn&Bradstreet
- » automated channel partner data collection
- » 24x7 on-demand reports and updates
- » configured exports for easy integration into existing CRM, PRM, and ERP applications and other data warehousing systems

### 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](tel:866.868.INOW) or visit [www.infonow.com](http://www.infonow.com).