

# → Communications Solutions Provider

*A Communications Leader Uses ChannelInsight for Better Visibility into Sales Activity*



*"In less than two months, InfoNow provided our company with significantly improved visibility into our North American channel right through to our end users. This real-time visibility is helping us more effectively direct our sales, sales engineering, and marketing efforts with our global accounts. In fact, driven by these productivity improvements, we are now implementing InfoNow's ChannelInsight in Europe and the Asia Pacific regions."*

- Communications Solutions Provider

## Business Challenge

A leader in rich media collaborative applications for voice, video, and data understands the value of good communication. So when the company took a critical look at its sales channel and its processes for managing rebate and sales data, it recognized it was time for an upgrade. Historically, the company relied on a manual process for collecting data from throughout its sales network. However, the inefficiencies of that manual process hampered the company's visibility into channel activity.

Without the latest sales channel data, the company's pricing, commissions, and rebate programs didn't function as accurately and efficiently as possible. Because it depended on these programs to maintain strong channel relationships, streamlining the flow of channel information became a strategic priority. After enlisting KPMG to audit its data collection processes, the company was able to identify the bottlenecks and inaccuracies inherent in its fragmented approach to channel data. Its next step was to find a solution that would enable the company to improve its visibility into channel activity. By streamlining access to the latest sales data, the company could forge stronger relationships with its channel partners and know that it was accurately reimbursing channel partners for rebate and incentive programs. Finally, a more accurate view of channel sales activity would provide the company a solid strategic foundation. It would better understand where to allocate resources, which channel relationships were most advantageous, and which were underperforming.

## InfoNow Solution

The company chose ChannelInsight from InfoNow to strengthen the lines of communication with its channel partners. ChannelInsight is a software-as-a-service solution that the company was able to implement in only seven weeks. Once in place, the solution

transformed the company's manual approach into a fully automated process for capturing and verifying channel point-of-sale data. Now, with greater visibility into its channel, the company can better understand its market penetration and adjust its sales and marketing efforts accordingly. Just as importantly, the company now knows that it pays its channel partners appropriately.

One of the deciding factors in its choice was InfoNow's reputation for quality service and the proven ability to deliver accurate and timely channel data on a when-needed, where-needed basis. Not only did ChannelInsight automate many steps in the company's data collection process; the solution also matched D&B data back to the company's sales data, giving it a more accurate picture of vertical market penetration. ChannelInsight also accommodated the range of reporting styles from the company's channel partners, creating a consistent overview of the disparate styles and formats.

## Results

With a dramatically improved flow of information throughout its sales channel network, the company now has greater control over channel relationships. It has forged stronger partnerships throughout its channel network, while improving the efficiency and accuracy of its rebate, incentive, and commission programs. Other results include:

- » Collecting 75% of partner sales and inventory data in just 2 months
- » Moving from monthly to weekly partner reporting, resulting in more timely and accurate payments and reconciliation and an improved understanding of market penetration
- » Increasing the efficiency of channel management processes, freeing up resources to support the expansion into the EMEA and APAC markets

## Company Profile

This company is an industry leader in communications solutions that use voice, video, and data in innovative ways to help businesses stay connected. Because fostering good communication is at the heart of the company's mission, it realized that improving the flow of information throughout its own sales channel would ultimately translate into a stronger market presence, increased efficiency, and higher quality channel partnerships.

## Business Objectives

- » Streamline the flow of information throughout sales channels to improve rebate, commission, and incentive programs
- » Improve sales strategy through a more reliable understanding of 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.