Model **N**

CHANNEL DATA MANAGEMENT

Model N Channel Data Management is a cloud based solution that enables companies to have an unparalleled level of data granularity, quality and consistency

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KEY FEATURES
- Maximize channel revenue by 5%-10%[1]
- Increased sales by 10%-20%[2]
- Eliminate 7-figure overpayments for credit claims, rebates and sales comp[3]
- Increase sales effectiveness by 10% by mapping POS back to opportunities in CRM[4]
- Decrease internal operational costs by 70%[5]
- Accelerate decision making with accurate market data
- Optimize promotions by aligning investment and market share data
- Automate the compliance of regulations associated with Denied Persons and Parties of Concerns

Impact on Your Bottom Line

With 75% of global sales coming through indirect sales channels, channel data is the essential business insight into determining revenue growth, rebate payments, inventory control as well as analyzing the effectiveness of promotions and marketing programs. However, it's no secret that channel partners communicate low-quality "point-of-sale" POS data, in many different formats, typically incomplete, and in many cases erroneous.

To meet the challenges of growing top line revenue, maintaining strong partner relationships and ensuring partners and sales are compensated quickly, there's a need to provide speed, accuracy, quality and the granularity of data answering these challenges. Model N is there to meet the challenge of solving overpayments in sales commissions and rebates, together with lost sales opportunities due to incomplete POS information and unmotivated sales and channel partners.

Model N Channel Data Management (CDM) Solution

Model N Channel Data Management (CDM) is a fully automated data management solution and it collects POS, Inventory and Claims data in multiple formats from global channel partners. It automatically organizes, cleanses, validates and standardizes this data with almost no human intervention. Quickly returning data to you hourly, daily or when your organization needs it to support sales reporting, rebate processing and discount programs. CDM also feeds data seamlessly to Salesforce®, Model N's Revenue Cloud and Intelligence Cloud solutions, and any other downstream systems.

1. Validated Model N CDM customer insights. 2. Validated feedback and metrics from Model N CDM customers.
3. "Improving the ROI of Channel Incentives," Accenture 4. Validated metrics from Model N CDM customers.
5. Validated feedback and metrics from a Model N CDM customer.

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The Model N CDM solution allows you to reap the benefits of accurate, granular and actionable channel data. The CDM solution is an easy to implement and scalable option. As a cloud, multi-tenant solution it protects your investment by avoiding upfront hardware and license costs, and reduces the demand on already stretched internal resources. Deployment is fast and the cost benefits are quickly realized by an overall reduction in your channel data management costs. Designed by employing best practices for channel data management, the Model N CDM solution offers financial-grade data quality and out-of-the-box business intelligence for analysis of trends and understanding process improvements.

Model N CDM collects, standardizes, validates, and enriches POS, Inventory, Sales-In-Sales-Out (SISO), including Indirect Sales and Claims data, so you can:

70%

decrease
of internal
operational costs

- Maximize channel revenue by increasing your channel sales by up to 10%
- Decrease internal operational costs by 70%
- Eliminate 7-figure overpayments for credit claims, rebates, and sales compensation
- Accelerate decision making with accurate market data
- Optimize product promotions by aligning investment and market share data
- Closely track actual sales against opportunities, quotes, and contracts increase the number of reporting partners

The Model N Channel Data Management solution consists of the Model N Operations Manager, the Model N Partner Network, and the Model N CDM Directory. Additionally, Model N CDM includes a variety of features and functionality that help you manage and grow your channel including: Inventory Manager, Discount Manager, and CDM for Salesforce™.

Single Source for Accurate Channel Intelligence

Once data is collected from your channel partners in Model N CDM, it is validated, enriched, and consolidated, dramatically increasing its usefulness. Customers referenced in data feeds are matched against the tens of millions entities in the CDM Directory. POS, inventory, and other channel data is now ready to be fed to your downstream systems without any manual rework.

POS data is also seamlessly integrated into Salesforce, where it's mapped to your existing opportunities and accounts using CDM for Salesforce so you can track actual wins and make informed decisions around opportunity and account management.

CDM offers powerful analytics through CDM Channel Intelligence to track operational and business measures. Model N onboards your channel partners using efficient, industry-leading processes that increase both number and quality of your partners, while lowering partner operational costs. CDM gives the Sales, Marketing, and Finance teams access to near real-time channel POS data for forecasting, market visibility, and accurate incentive and rebate payments.

The seamless integration of CDM with Model N Revenue Cloud enables companies to track POS against quotes and contracts, hence tracking usage and compliance. Integration with Model N Rebate Management enables automated calculation of rebates and incentives, thus reducing overpayments, providing the ability to track against actual transactions, and encouraging partners to sell more by allowing them to reach higher rebate payment tiers.

"MODEL N BRINGS A SYSTEMATIC APPROACH TO THE COMMISSION PROCESS. IN THE PAST EVERYTHING WAS CALCULATED MANUALLY. WE WOULD TRANSFER THE DATA TO OUR CONTROLLER, BUT THE CONTROLLER HAD NO TOOL TO CHECK THE DATA. TODAY EVERY TRANSACTION IS ACCURATE AND IT'S EASY FOR THE CONTROLLER TO DO AN AUDIT."

—Heribert Hochrinner
Global Channel Partner Manager for ams AG

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CDM Best Practice Requirements

MODEL N PARTNER NETWORK

Our network of 10,000+ Distributors, Resellers, VAR's, VAD's, OEM's, ODM's Retailers etc. gives you 100% matching when partners report detailed channel POS, APOS, Inventory, SISO, Claim, and backlog data.

Model N CDM Directory

The Model N CDM Directory provides detailed information, including vertical market segmentation, on tens of millions of end customers – giving you a 100% match to the best possible name and address information. Using Machine Learning (ML), the CDM Directory learns from all customers and transactions and consistently grows and improves. Managing new customer variations across your partner directory is automated, rather than manually-oriented.

CDM Operations Manager

Validate, track, organize, score and segment channel POS, SISO, and inventory data by partner, geographies, SKUs and account – including specified attributes like sales territories and partner levels such as gold, silver and bronze. To ensure compliance with those on the *Lists of Parties of Concern or Denied Persons*, Model N CDM automates the review and validation of individuals and entities denied export privileges. This fully supports corporate governance and helps alleviate government scrutiny. With CDM Operations Manager, you can ensure:

- Products are aligned with the manufacturer master data
- Customers are matched against the entities in the CDM Directory
- Transaction data can be enhanced with partner-specific pricing in any currency, and with validated serial numbers
- Channel sales information can be enriched with vertical market segmentation and customer specific attributes
- POS and Inventory data is ready to be consumed by downstream applications without manual rework, and fed into Salesforce and CDM dashboards

Actionable channel insights

90% coverage of global reporting partners

Data cleansing, matching, validation, and enhancement

Collection of data regardless of format, transmission mode or time zone

Audit compliance, security, and confidentiality

Timely, complete and accurate channel data collection

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CDM Inventory Manager

Optimize channel inventory and ensure the right product is in the right place, at the right time, through calculation of partlevel inventory and reconciliation of inventory discrepancies. CDM Inventory Manager calculates your inventory levels at a part-level, giving you near real-time visibility into your inventory position by product, by partner, and by region. Calculated inventory can give you a truer picture of inventory levels beyond what is reported by your partners. CDM Inventory Manager identifies the variances between calculated, reported and target inventory levels, and our workbench gives you the ability to adjust those variances in near real time. In addition, with CDM Inventory Manager you can:

- Automatically account for in-transit product
- Search, sort, and reconcile inventory variances
- Drill down into transaction detail to research and understand the cause of variances

CDM Credit Assignment

Accurately pay on performance-based sales commission quota plans that drive channel sales growth year-over-year.

- Pay channel account managers & manufacturer reps faster and more accurately
- Show real-time sales performance against quota and percent obtainment
- Automatically calculate sales commissions by complex splits between reps, cross territories and n-tiers of reporting
- partners based on performance, all with 100% accuracy

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CDM for Salesforce®

CDM for Salesforce is a native application that allows you to manage channel sales as productively as direct sales by allowing you to drill down into partner activity by region, products, partners and end customers. Gain near real-time visibility to all your reporting partners' performance using the same Salesforce UI, dashboards and functionality you are already familiar with. Additionally, with CDM for Salesforce, you can:

- Track unmatched products and transactions that need immediate attention, thereby increasing sales efficiency
- Discover new and unlinked accounts and remove duplicate entries in Salesforce using CDM tools
- Close the deal registration loop by automatically correlating actual POS shipments with deal registrations made by your distributors and resellers
- Identify and promote new customers and resellers to managed Salesforce accounts and grow your channel sales
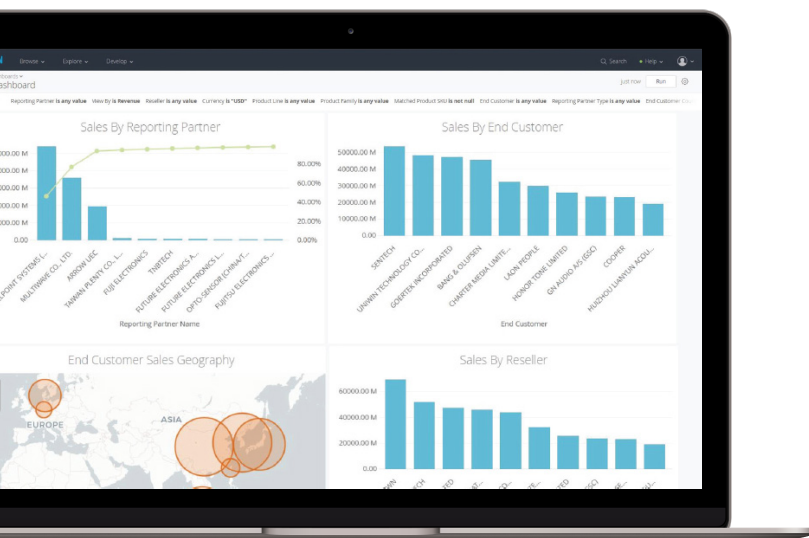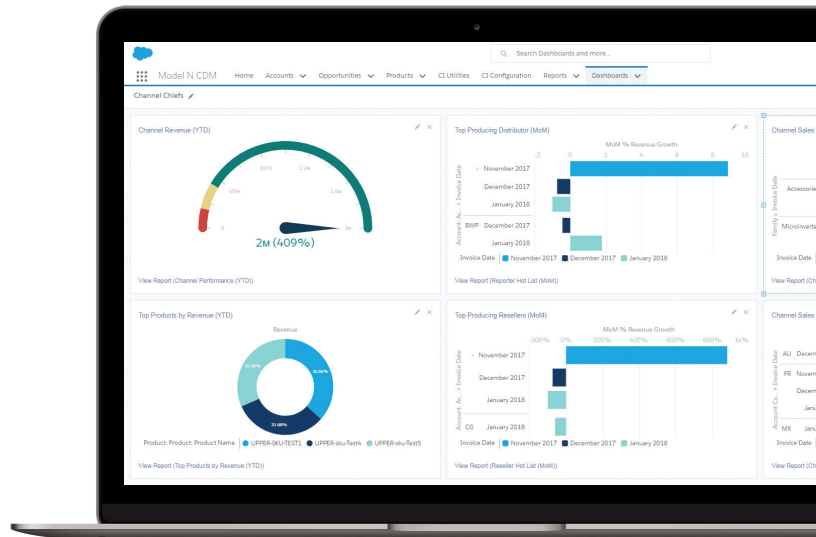
CDM Intelligence Cloud

Model N CDM Intelligence Cloud offers powerful dashboards to track essential metrics on channel sales business performance.

- The Channel Sales dashboard allows analyzing sales by reporting partner, end customer geography, and reseller
- Sales Trends displays sales information including cumulative sales (ex: by distributor, reseller, and product), thus allowing period-over-period comparison of sales performance
- Sales Mix allows you to view sales mix across product families/lines/SKUs to identify trends and top reporting partners
- Product Mix enables analysis of product mix by partner type and end customer
- Inventory on-hand review details of 30 days of products sold and what's on-hand and what channel partners have sold

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THANKS FOR YOUR TIME

Learn more about our approach
to Channel Data Management *here.*