

Optimize channel marketing spend

High-tech companies use market development funds (MDFs) and co-op programs to encourage transacting and non-transacting channel partners to support numerous go-to-market initiatives. But deploying these funds brings challenges that can lead to lower margins and poor channel experiences. Success in channel marketing requires quick execution of these complex programs and greater visibility and control to ensure funds are accurately allocated for partner performance.

Model N Market Development Fund Management automates every aspect of the co-op and MDF process from creation and compliance to approval and payment. This cloud-based application provides the tools you need to successfully design and execute incentive programs, enroll partners, and enable them to create plans that maximize impact.

MDF Management seamlessly integrates with Model N Rebate Management, Model N Payment Management, and Model N Channel Data Management – providing a complete solution for channel optimization.

Empower your partners

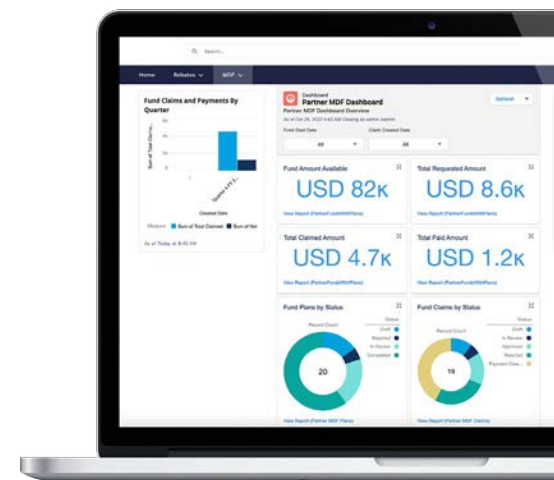
Through the self-service portal, partners can create and easily submit their plans for review and approval. They can then enter marketing fund claims for validation and quick payment. With continuous visibility into their performance and reimbursement status, partners can remain focused on finding new ways to motivate the sale of your products.

Maximize program profitability

With MDF Management, you can automatically track partner engagement and execution against sales and marketing initiatives. Performance, adoption, and payment dashboards deliver insight that can help you measure effectiveness of channel activities against sales, ensure compliance with program requirements, and reward high-performing partners.

Automate claim reimbursement

MDF Management enables you to control the types of activities and claims approved for each fund. Clear approval and workflow processes prevent payment of claims that do not include proof of execution, which reduces



Partner MDF Dashboard

Use the partner dashboard to view requested funds, fund availability, claim status, and total payments for each partner.

overpayments that impact the profitability of your channel marketing programs. Once claims are approved, MDF Management ensures timely payment by:

- Integrating with Model N Payment Management to automate payment calculations, funding, and processing.
- Automatically generating check request or credit memos for posting to your ERP system.

Gain visibility and control over the entire MDF process







Through seamless integration into your revenue management suite, MDF Management provides a single, robust platform that enables you to optimize plans, manage fund allocation, track spending, process claims and collections, and monitor approvals and performance.

Keep your program on the cutting edge

MDF, co-op, and hybrid programs can help you influence partner behavior and include new and non-transactional partners in your channel incentive programs. MDF Management helps you remain innovative, adapt to an evolving partner ecosystem, and increase partner engagement – all while tracking ROI of your programs.

MDF Management simplifies the process of requesting and receiving funds. Removing barriers and improving the partner experience increases partner engagement and reduces the likelihood that funds will expire unused or be requested without a clear spending plan.

Increase the effectiveness of your channel marketing spend

- | | |
|--|---|
|  <p>Align budgets and marketing activities to sales initiatives.</p> |  <p>Manage funds and generate accurate, timely payments.</p> |
|  <p>Automate and simplify MDF management from fund creation through payment.</p> |  <p>Track, reward, and prove ROI of channel incentive programs.</p> |
|  <p>Track compliance with agreed-upon MDF initiative objectives.</p> |  <p>Increase channel partner satisfaction and performance with visibility into their programs and earnings.</p> |

Optimize your go-to-market strategy by using partners to capture greater market share

Schedule a demonstration to learn how Model N Market Development Fund Management can help you generate, administer, and take control of your MDF programs.