ChannelSource

Powering Manufacturers with the Most Comprehensive Product Information in the Channel Management Industry

Model N's content delivery subscription service, ChannelSource™ converts non-standardized product information from multiple channel sources into consistent content for electronic product catalogs. By taking product channel information from multiple distributors and resellers, processing it into standard product data models, and storing the standardized data in a structured data repository, a manufacturer can use this data to accurately pay rebates and spiffs on chips, disk drives or components. ChannelSource delivers the most accurate, complete, and trusted product content solution in the industry — with more than 10 years of proven expertise and global partnerships with major manufacturers, distributors and resellers. ChannelSource has more product information from more vendors and supports more languages than any other resource. All while delivering it at a lower cost and a greater level of detail than any internal team. ChannelSource is offered as a cloud-based subscription service.

Comprehensive Product Information

With timely, complete, and accurate professional content covering more than 6 million product SKUs in 36 markets and 18 languages, ChannelSource is the foremost resource for near real-time product information content for and from the channel. Catalog subscriptions include: Information Technology, Consumer Electronics,Office Products, and Appliance/White Goods.

Categorization

ChannelSource categorization provides a flexible,ecommerce-oriented hierarchy of classes and categories to enable intuitive catalog navigation. A sample comprehensive list of ChannelSource product categories include information technology, consumer electronics, appliances, photo equipment, and beauty products.

Advanced Analytic Capabilities

Advanced analytics extends value to manufacturersby allowing them to drill down into the data by SIC code, product classification, segmentation, and sub-segmentation. This provides manufacturers with vertical market visibility, allowing them to answer key channel sales and compensation questions.

Side-by-Side Product Comparisons

Standardized data attributes allow for easy side-by-side product comparisons, and allows you to see which end- products your components are being sold in.

Related Products

ChannelSource enables you to recommend additional or complementary products at the time of purchase. It can also help consumers find accessories that are compatible with a specific product. These products include Model N's cloud application and Model N CDM for Salesforce.

Account Information Matching

Our patented matching technology, in combination with our directory of partners, manufactures, customers, products and geocoding capabilities, means that we virtually eliminate inaccuracies, variations, and duplicates from the data submitted by your partners. This enables you to see a truly succinct and complete picture of your partners and end-customers.

Integration Methods

ChannelSource product content is available to resellers via data feeds and though on-demand content delivery for quick and easy integration.

Features

Decrease E-commerce Costs
Remove the cost of in-house development of product catalog content and SKU maintenance to redeploy resources to support your areas of core competency and differentiation.
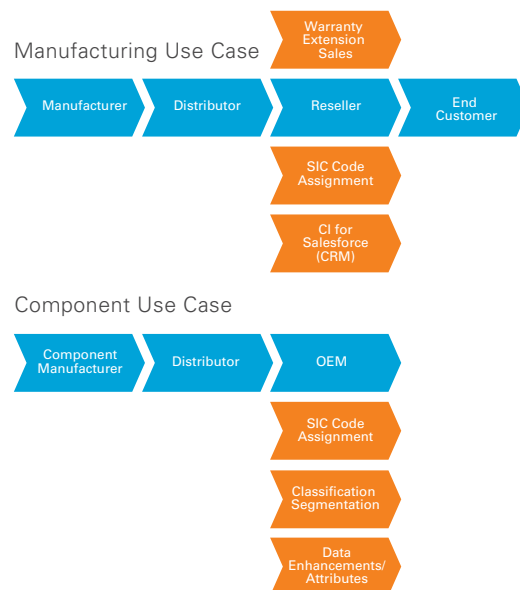
Increase E-commerce Revenues
Increase sales to existing customers by becoming their first and only destination for product information, while enabling them to expand into new countries and product categories.

Improve Productivity Across the Organization
Empower customer service and channel sales to drive business instead of answering routine product questions and spending time missing erroneous or outdated product information in catalogs.

Enhance the Customer Experience
Simplify access to the right product information with easier searches, product comparisons, compelling packaging, and visual representation of products to convert shoppers into buyers.

Manufacturing Use Case

| Warranty Extension Sales |
| Manufacturer | Distributor | Reseller | End Customer |
| SIC Code Assignment |
| CI for Salesforce (CRM) |

Component Use Case

| Component Manufacturer | Distributor | OEM |
| SIC Code Assignment |
| Classification Segmentation |
| Data Enhancements/ Attributes |

Features	ChannelSource
• Core (CI Directory)	✔
• Marketing Description	✔
• Product Line and Model	✔
• Main Specifications	✔
• Searchable Attributes	✔
• Rich Content	✔
• Optional Services	✔

Model N