

Channel Data Management

Do you have the information you need to manage your channel? Does lack of insight into your channel point-of-sale (POS), APOS, Inventory and SISO (sales in and sales out) data keep you guessing instead of strategizing? Our patented cloud-based tools, flash reports, alert notifications, dashboards and KPIs give you unprecedented visibility into your channel partners' sales, marketing, and operations functions... all the way through to the end customer. The Model N CDM solution not only gives you automated collection, matching, standardization, validation, and enrichment of channel data, but also provides the largest channel partner directory available today, giving you one connection to more than 10,000 trading partners worldwide, and the information you need to make better decisions and grow your channel.

Model N Channel Data Management Solution

The Model N [Channel Data Management](#) solution allows you to reap the benefits of real-time, crowd-sourced, accurate and actionable channel data. Our solution is scalable, easy to implement and does not contain expensive upfront hardware cost or licensing fees, or put additional demands on your already stretched internal resources.

Deployment is fast and easy, and you'll quickly realize an overall reduction in your channel data management costs. Our solutions were designed by employing best practices for channel data management, which yield financial-grade data quality and business intelligence.

Model N collects, standardizes, validates, and enriches POS, APOS, inventory and SISO data so you can:

- Increase sales
- Optimize inventory
- Maximize return on discounts and incentives
- Ensure compliance

The Model N channel data management solution consists of the Model N Operations Manager, the Model N Partner Network, and the Model N Directory.

Additionally, Model N includes a variety of features and functionality that help you manage and grow your channel including: Model N Incentive Manager, Inventory Manager, Discount Manager, and CDM for Salesforce™.



Model N Customer Benefits

- 10% - 12% Increase in Sales
- \$3 - \$1 ROI on Marketing Programs
- 6 - 1 Resource Reduction

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 and SISO data.

Model N CDM Directory

Provides detailed information, including vertical market segmentation, on over 17 million end customers – giving you a 100% match to the best possible name and address information. The Model N Directory learns from all customers and all transactions, and is constantly growing and improving.

CDM Operations Manager

Validate, track, organize, score and segment channel POS, APOS, SISO, and inventory by partner, geographies, SKUs and account – including specified attributes like sales territories and partner levels such as gold, silver and bronze.

CDM Incentive Manager

Maximize incentive programs performance through timely program analysis and automatically calculating program payouts based on actual sales results.

CDM Inventory Manager

Optimize channel inventory and make sure the right product is in the right place at the right time through calculation of part-level inventory and reconciliation of inventory discrepancies.

CDM Discount Manager

Eliminate over discounting through the real-time analysis of partner discount trends, identification of which special discounts are actually driving sales and by paying commissions on “net-price”.

CDM for Salesforce®

Available on the Salesforce AppExchange, this application 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. Now you can have real-time visibility to all your reporting partners’ performance using the same Salesforce UI, dashboards and functionality you are already familiar with.

CDM PartnerConnect™

Also available on the Salesforce AppExchange is PartnerConnect, which provides a variety of file upload options to your partners making data submission simple and consistent.

Model N includes a variety of features and functionality that help you manage and grow your channel including:

- CDM Operations Manager
- CDM Incentive Manager
- CDM Inventory Manager
- CDM Discount Manager
- CDM for Salesforce®

Model N Channel Data Management Solution

Model N Operations Manager™

Model N Directory™

Model N Partner Network

Manufacturers, OEMs, Distributors, Resellers, Retailers

Channel Data Management Solutions

- Incentive Manager
- Inventory Manager
- Discount Manager
- CDM for Salesforce
- PartnerConnect
- Reporting and Analytics

With the Model N solution, our patented processes, tools, reports and dashboards give you unprecedented visibility into your partners’ sales, marketing and operations functions.

Make Channel Data Management Easy

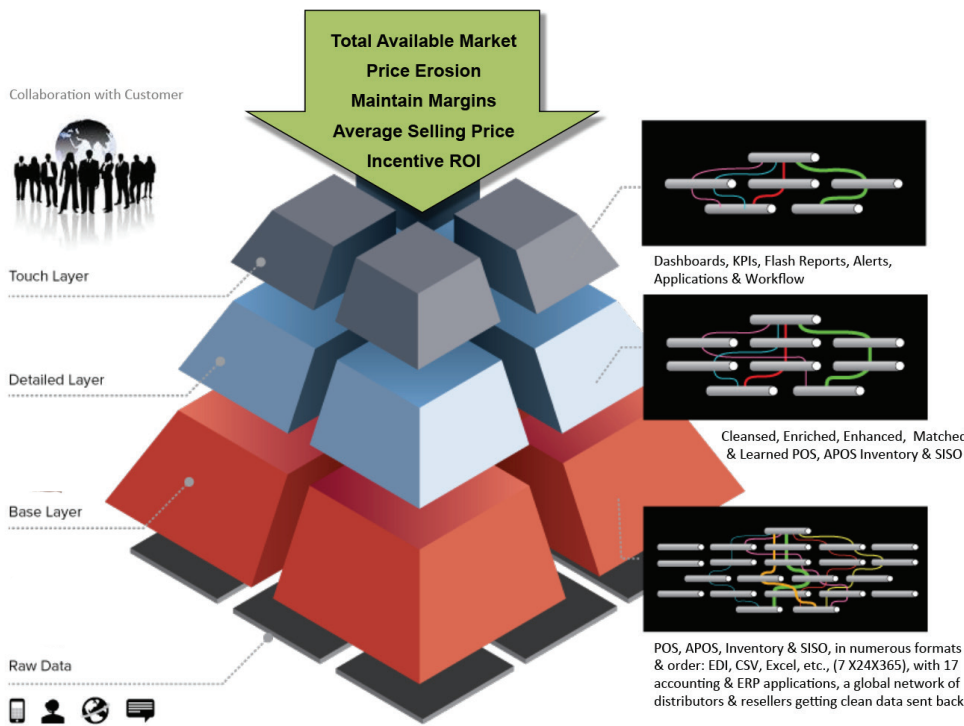
You've figured out how to maximize your customer reach by leveraging the channel. But while this gives you more feet-on-the-street, it can be a headache to manage because you have to wade through partner data that isn't timely, standardized or enhanced.

Current alternative solutions to channel data management frequently include highly-customized, internal solutions that are heavily dependent on manual efforts, complex spreadsheets and custom tools, all of which can create integrations nightmares.

Model N's channel data management solutions make it easy to obtain actionable and accurate POS, APOS, inventory and SISO data from all your channel partners. You can manage your own channel data with our toolset, or we can manage it for you.

All of Model N's CDM features and functionality were designed using channel data management best practices, which were developed with thoughtful, collaborative input from dozens of the world's leading channel-driven manufacturers like you.

Smart Data = Channel Optimization



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