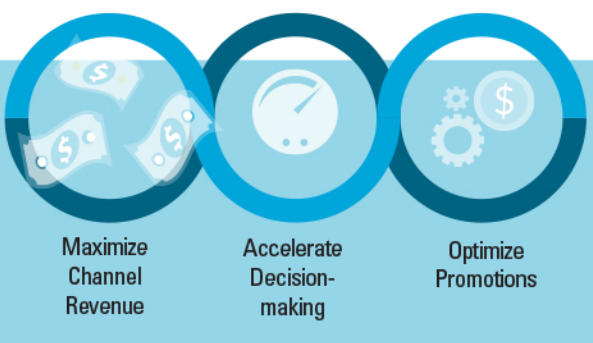
Model **N**

Channel Data Management



End-to-End
Channel Management

Success Factors | Successful High Tech Manufacturers Face Complex Distribution Channels

- Multi-tier distribution channel
- Time and geography gap
- Intense competition for share-of-wallet

Today's Problem

State of Channel Management for High Tech Manufacturers

- Timely incentive payments
- Meaningful analysis of POS data
- Responding to urgent orders
- Real-time visibility in to incentive dispositions
- 7-digit overpayments of sales comp
- Clean and accurate data

Alternative Solutions

Internal Solutions and Processes Fall Short Due to:

- Poor data quality
- Incomplete and late data submission
- Lack of standardization
- Inability to scale globally
- Limited internal resources
- Lack of partner compliance

CDM Best Practice Requirements

90% coverage of global reporting partners

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

Timely, complete and accurate channel data collection

Actionable channel insights

Data cleansing, matching, validation, and enhancement

Audit compliance, security and confidentiality

Model N CDM Advantages

Cloud-based solution enabling automatic collection, cleansing, and communicating POS data

Easy look-up and addition of reporting partners and automated data submissions

Access validated details for 27+million end customers

Over discounting elimination through real-time analysis of partner discount trend

Real-time channel KPIs by geography, product, distribution, reseller and customer

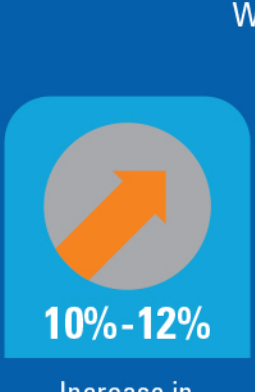
4 patented technologies for greater speed, POS data quality, scalability

Easy integration with CRM, ERP, and BI systems

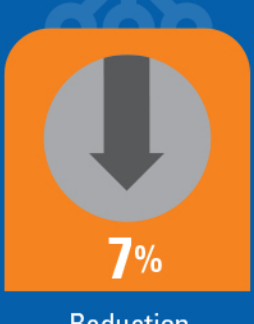
Patented learning algorithms for data normalization and matching

Customer Success

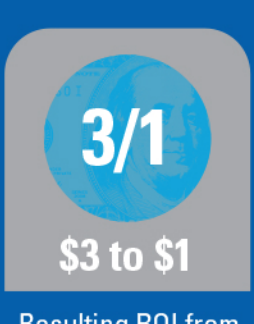
Why Customers Choose Model N CDM



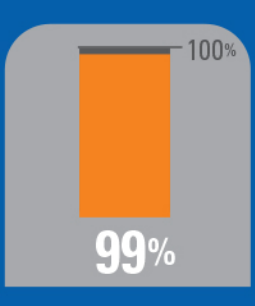
Increase in channel sales



Reduction in duplicate rebate claims

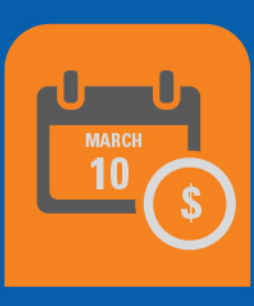


Resulting ROI from greater marketing visibility



Accuracy in incentive payments, SPIFFs, rebates and MDF

Daily vs. weekly partner rebates processed



Daily vs. monthly incentive payments processed

Global partner management

High quality channel data

Increase channel sales

Model **N**

www.modeln.com/channel-data-management