# Model N CDM and Salesforce

Are you making important decisions about how to manage your sales channel based on intuition and guesswork? Do you know where to focus your efforts to grow your channel? With Model N CDM, Salesforce users can analyze channel sales, as well as identify and engage new partners and end-customers.

The Model N CDM solution offers you options on how to better access, analyze and track your channel sales performance. You can view intelligent dashboards, drill-down reports and use our self-service application workbench through CDM for Salesforce.

Model N's CDM solution, which is integrated with Salesforce, gives you visibility into your sales performance by partner, end-user, product family or line, SKU, or territory against your specific targets. You can act on this information to identify top performers across all of these variables. You can also address under-performing partners, products and territories. You can further segment your data by vertical market or classify by the role played in the distribution chain (i.e. distributor, VAR, OEM, ODM, end-user). In addition, our unique, automatic Opportunity tracking feature provides the ability to correlate an opportunity with a transaction shipping, thus automatically closing the sales loop.

Why Model N CDM?
Now Salesforce users can have seamless access to the standardized and enhanced channel POS and inventory data provided by the Model N solution, using familiar Salesforce reports and tools, and CDM custom Channel Chief and Sales Operations dashboards. With this functionality you can see data from your direct or indirect sales channels, linked back to your accounts and opportunities.
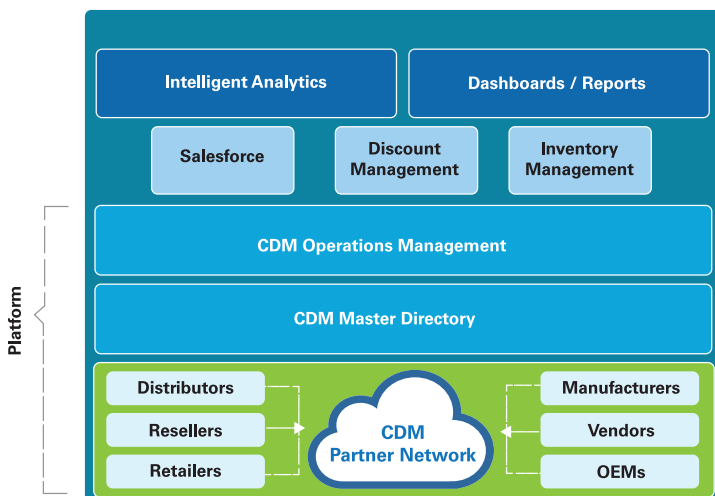
This allows you to close the loop from lead generation and opportunity creation to actual sales results, including distributor, reseller and end-user data.

Diagram

Platform

Intelligent Analytics	Dashboards / Reports
Salesforce	Discount Management	Inventory Management

CDM Operations Management

CDM Master Directory

Distributors
Resellers
Retailers

CDM Partner Network

Manufacturers
Vendors
OEMs

Key Benefits

Analyze high/low performing regions, products, partners and end-customers

- Find and grow new partners and end customers

- Track channel sales to named accounts

- Close the sales loop

Key Features

Compare sales results against targets

- Automatically identify unmanaged accounts and resellers

- Visibility into sales performance and commissions

- Track shipments against opportunities in your CRM/PRM system

Model N CDM Solution

We track every partner, every end-customer in every transaction, enabling you to identify and engage your new partners and grow your new end-customers. Our solutions deliver the tools to put actionable insight to work for you; identify what you are selling, to whom, where, at what price, accurately and in real time, whether you choose to implement Model N CDM as a standalone solution or with Salesforce.

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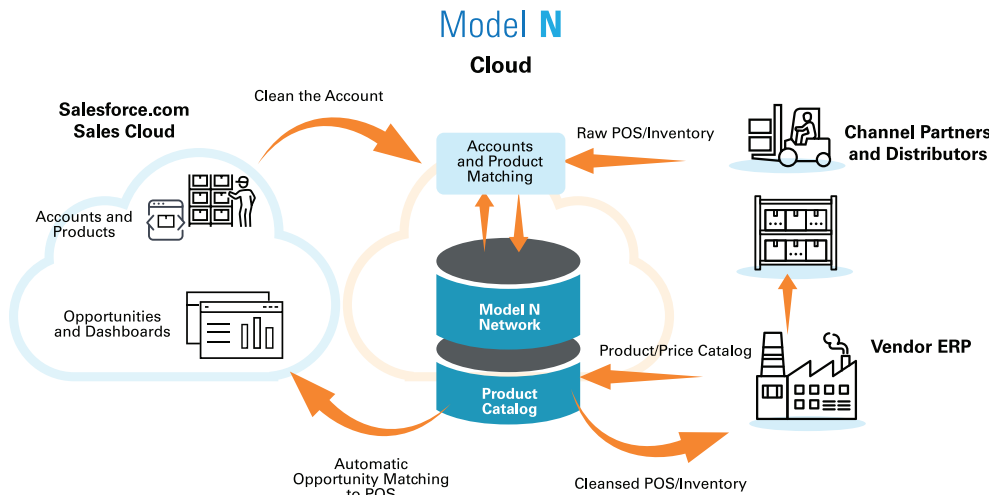
Current alternative solutions to channel data management frequently include highly customized, internal solutions that are heavily dependent on manual efforts, complex spreadsheets and custom tools, all of which can create integrations nightmares.

Model N's CDM solution makes 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 tool-set, or we can manage it for you.

All of Model N's CDM application 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.

Model N CDM and Salesforce is a fully-integrated application that allows you to see your channel sales data in your own Salesforce instance.

Model N Customer Benefits

- 10% - 12% Increase in Sales

- $3 - $1 ROI on Marketing Programs

- 6 - 1 Resource Reduction

Model N