

Model **N**

SIX SIGNS IT'S TIME TO MODERNIZE

Your Channel Data Management

[MODELN.COM](https://modeln.com)

REACHING PEAK EFFICIENCIES



Your Journey: If your company is like most in the high-tech industry, channel sales represent **70% or more** of your corporate revenue.

Are you managing that channel business with the same immediacy and effectiveness as you manage your direct business? Do channel data management activities run smoothly, providing timely sales data and business visibility? Or do delays cost your business valuable insight and revenue?

6 COMMON SIGNS IT'S TIME TO MODERNIZE

1

You're playing the waiting game for channel sales data

2

Your data collection and support costs escalate, while quality declines

3

Your sales reps increasingly question commission reports and payouts

4

Your channel sales team struggles to measure return on programs, and market share is anyone's guess

5

Your systems can't scale for growth or global footprint

6

Your sales data doesn't feed downstream revenue & rebate-management systems



From our experience with hundreds of companies like yours, we've identified **6 common signs** that tell you it's time to modernize.

**EBOOK SIX SIGNS IT'S TIME TO MODERNIZE
YOUR CHANNEL DATA MANAGEMENT**

If you are waiting more than 30 days for partner data, you may be missing key revenue and not managing your business in real time. Your channel sales and finance teams may experience routine delays in reporting channel sales, and quarterly closings. **Delayed channel data makes it nearly impossible to accurately forecast and manage inventory.** You can't proactively engage with partners to identify and address issues or develop plans for underperformers. You could be missing opportunities and even giving your competitors a bigger advantage.



You're playing the waiting game for channel sales data

Model N delivers 95+% of your POS data—up to 90% collected through automation and 10% via our global team—to give you a nearly real-time view of channel activities.



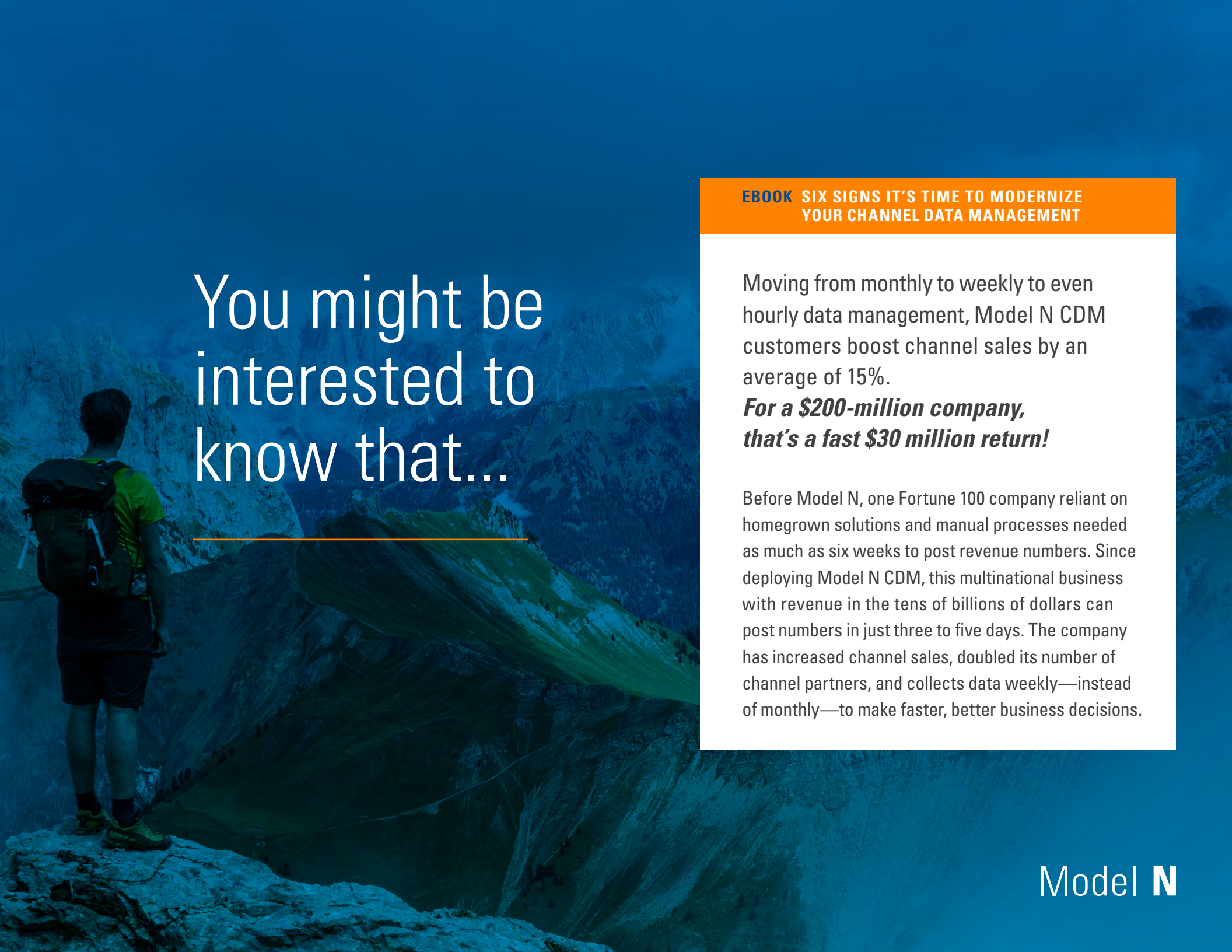
95+

Model N Channel Data Management (CDM) solution automatically collect POS transactions and inventory from your global channel partners to give you faster access to channel sales data. As often as your business requires, Model N delivers 95+% of your POS data—up to 90% collected through automation and 10% via our global team—to give you a nearly real-time view of channel activities.

With timely channel data in hand, you can quickly adjust sales forecast and plans for changing field or market conditions.

More data sooner lets you fine-tune sales strategies by product line or region and boost support to high-performing partners.

Instead of waiting for quarterly business meetings, you can actively engage partners throughout the year. You'll be better equipped to stay on track with revenue goals, capitalize on deals and market opportunities, more accurately forecast and manage inventory, and post important financial results on time.



You might be interested to know that...


EBOOK SIX SIGNS IT'S TIME TO MODERNIZE YOUR CHANNEL DATA MANAGEMENT

Moving from monthly to weekly to even hourly data management, Model N CDM customers boost channel sales by an average of 15%.

***For a \$200-million company,
that's a fast \$30 million return!***

Before Model N, one Fortune 100 company reliant on homegrown solutions and manual processes needed as much as six weeks to post revenue numbers. Since deploying Model N CDM, this multinational business with revenue in the tens of billions of dollars can post numbers in just three to five days. The company has increased channel sales, doubled its number of channel partners, and collects data weekly—instead of monthly—to make faster, better business decisions.

Model **N**



Your data
collection
and support
costs escalate,
while quality
declines

Many companies rely on homegrown applications and complex spreadsheets to track POS and inventory data, dedicating valuable channel operations and IT resources to building multi-tier solutions and often engaging external staffing to move huge volumes of data in and out.

These manual processes are slow, error-prone, lack consistency, and subject to variable skills of individual resources and experience. Without standardization and automation, spreadsheet-based or homegrown solutions typically deliver much less accuracy and data granularity—meaning you could be making assumptions based on bad data.

Model N can improve on that—a lot. Model N CDM uses patented data matching, cleansing and machine learning (ML) to return high quality and consistent data your organization can trust. Model N delivers your POS data faster, and you can rely on it being as much as 50% more accurate than your spreadsheet data. While other vendors claim equivalent accuracy, their solutions rely on pre and post manual intervention using people - not automation to deliver great data. As a result, turnaround times are longer and data quality is inconsistent. In contrast, delivering via technology, Model N can commit to 24-hour, high-quality data turnaround. And, because all data is cloud-based and uses the same algorithms, your data will be reliable and consistently cleaned and organized.

The cloud-based Model N solution can help you reduce or even eliminate the costs related to managing homegrown solutions and channel data, as well as historical data storage. Using Model N CDM, companies can reduce operational costs as much as 70%.

FOR EXAMPLE:

Before Model N, a large, well-known semiconductor company with 1000 plus active channel partners needed five people to manage data-quality issues. Today, the business has reallocated key resources and uses half of a full-time equivalent (FTE) to managing channel partner data issues. The Model N solution also eliminates duplication, significantly reducing the total number of annual transactions.

98.7%

Using a non-Model N alternative, one consumer electronics business still required two full-time resources to correct thousands of data errors. Converting to a Model N solution that enabled 98.7% data accuracy, the company dramatically improved data quality and largely reassigned those employees to higher-value tasks like analytics, reporting, and CFO-supporting activities.

Forrester on Data Quality

Forrester reports that channel sales managing data quality as one of their biggest challenges¹. Model N's expertise in delivering accurate data can help you cross this problem off your list.

¹ Source: The Forrester Tech Tide: Channel Software, Q2 2020

CHANNEL MARKETERS' BIGGEST CHALLENGES



EBOOK SIX SIGNS IT'S TIME TO MODERNIZE
YOUR CHANNEL DATA MANAGEMENT

Studies suggest that sales executives routinely spend as much as **15%** of their time validating commission data—that's both a source of frustration and a waste of valuable selling time.

And, inaccurate or incomplete sales data can also impact Market Development Fund allocations and trigger rebate overpayments. For a company with \$500 million annual revenue, overpayments can easily add up to a seven-figure expense.

Model N solutions address these problems by automating POS collection, providing clean and complete channel data, and by automatically mapping POS data to opportunities that flow into sales compensation systems. You'll be able to eliminate rebate overpayments and ensure accurate, on-time commission payouts. Sales executives will recover critical selling hours, and because they trust your numbers, sales teams and partners alike will be more motivated and loyal.

SIGN
3

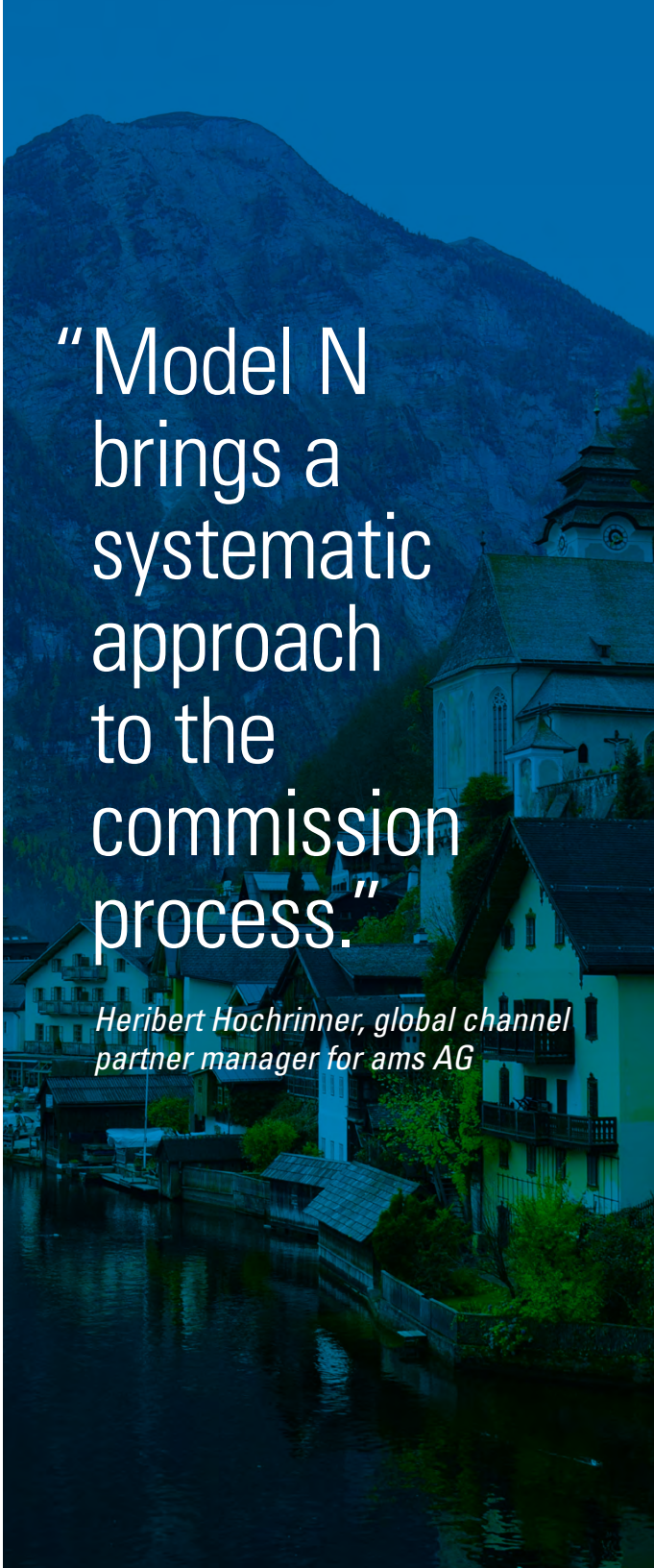
Your sales reps
increasingly question
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Automating in Austria

ams AG, a multinational semiconductor company headquartered in Austria, uses the Model N CDM solution to improve partner relationships and grow channel sales.

Moving from manual calculation of commissions to an automated, controller-auditable process, the company pays sales reps and partners faster and more accurately. With the deployment of the Model N solution, the company saved one FTE-month per quarter, reduced time to collect POS data from one month to 10 days, increased channel sales, and reduced operating expenses.

Heribert Hochrinner, global channel partner manager for ams AG, adds, “Model N brings a systematic approach to the commission process. In the past everything was calculated manually. We would transfer the data to our Controller, but the Controller had no tool to check the data. Today every transaction is accurate, and it’s easy for the Controller to do an audit.”



“Model N brings a systematic approach to the commission process.”

Heribert Hochrinner, global channel partner manager for ams AG

SIGN

4

Your
channel sales
team struggles to
measure return
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and market share
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Poor visibility into your channel business and market share makes it difficult to apply corrective measures, implement effective sales and marketing incentive programs, and measure success.

Model N CDM solutions fill the information gap, delivering consistent data in near real-time and via a repeatable and automated collection process. To ensure you have the most complete and accurate data to use, Model N provides data matching, cleansing, and enrichment.

Model N CDM solutions make it easier for you to match programs to results and invest for optimal returns.

Model N CDM helps your business intelligence and analytics. Using intelligent data analytics, AI/ML, CDM automatically segments, classifies and provides insights. Utilizing Intelligence Cloud, Model N provides insights into channel operations performance by market, region, partner or product line. Model N is seamlessly integrated with Salesforce to enable more channel data insights to more stakeholders.

More complete data and unbiased data segmentation give channel sales and marketing better market-share visibility and intelligence for implementation of Market Development Funds (MDF), product development, and targeting. Executives appreciate the timeliness, completeness, and accuracy of data for strategic decision making. Model N helps you squeeze every bit of information possible from channel data so your team can maximize revenue opportunities.

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

- ▶ Optimize product promotions by aligning investment and market-share data
- ▶ Accelerate decision-making with more accurate market data
- ▶ Track sales against opportunities, quotes, and contracts
- ▶ Decrease operational expenses as much as 70%
- ▶ Increase channel sales up to 10%
- ▶ Eliminate 7-figure overpayments for credit claims, rebates, and sales compensation



Model **N**



Your systems can't scale for growth or global footprint

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YOUR CHANNEL DATA MANAGEMENT

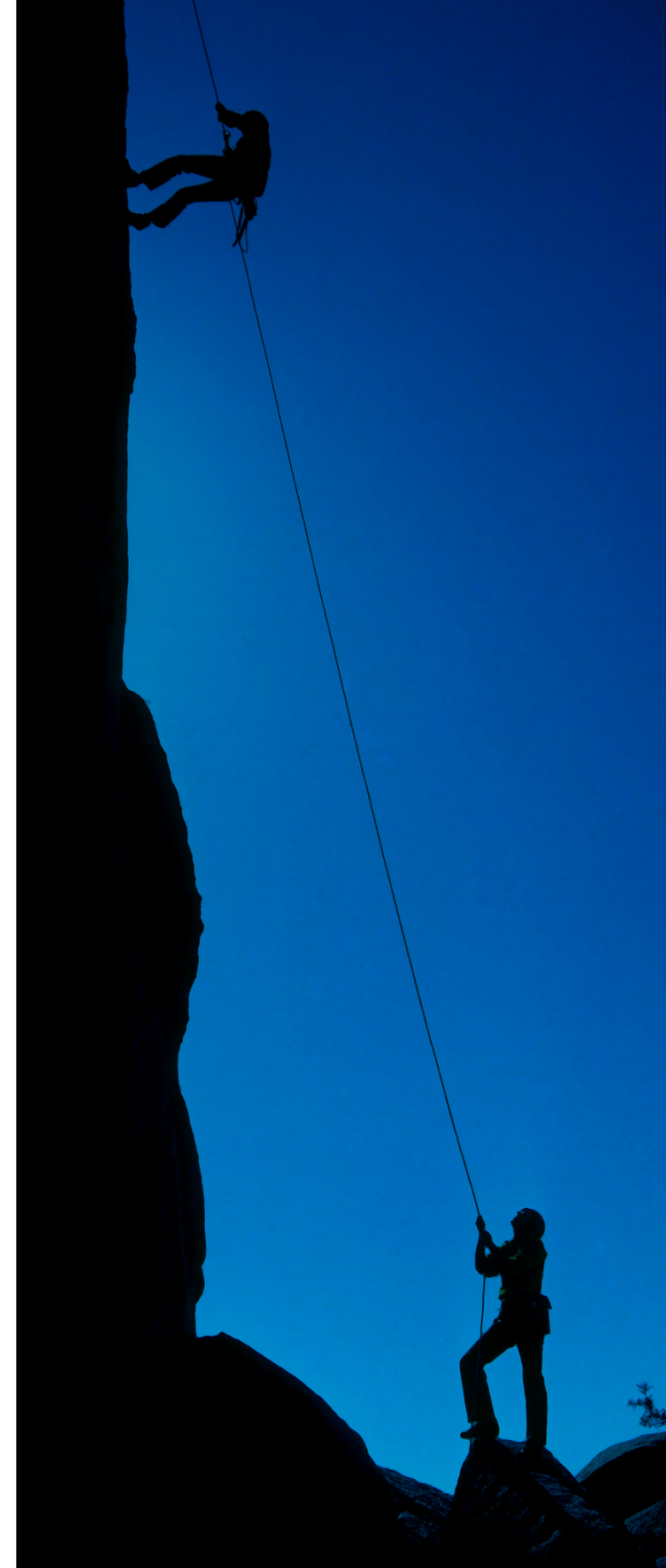
Manual processes and many point-solution products can't easily scale to handle large numbers of partners or the data complexity associated with global currencies and languages.

Model N enterprise-grade solutions offer unmatched scale and geographic deployability, managing your data with sophisticated technology and a global team that brings expert knowledge of channel partners and industries. We'll help eliminate language barriers ensuring the collection of required data is consistent across all your partners and geographies.

Model **N**

Model N's Software as a Service (SaaS) solution meets your Channel Data Management needs where you are today and where you're growing—from tens of thousands of partners and around the world.

Our solutions can handle millions of POS, inventory, and sales-in transactions so you'll be able to scale seamlessly to ensure consistent, reliable data collection from all of your partners globally. Model N experts also bring a wealth of industry experience to CDM and can instruct your team in best practices, whether you're supporting a mid-size business or a Global 2000 company.



SIGN

6

Your sales data doesn't feed downstream revenue and rebate management systems

Doing manual data feeds
or running point solutions
that don't integrate with
your revenue management
applications costing your
business time and money.

Model N CDM lets you automatically feed POS and inventory data into your downstream applications, without any manual rework. And, we can handle all of the financial aspects of inventory, including inventory buckets, inventory aging, price protection, ship and debit, credit claims, and more.

The Model N offering also goes beyond CDM—our solutions can integrate revenue and data management from the quote and deal process forward. Model N CDM, for example, seamlessly integrates with Model N Revenue Cloud and Rebate Management for tracking usage and compliance, as well as payments against actual transactions. You'll be able to make better decisions while reducing operational costs and overpayments to the channel.

Combining industry-leading technology and experience, Model N solutions eliminate the complexity of managing siloed or point products, while delivering comprehensive functionality and scalability for the long term.

Model N has a proven track record serving some of the world's largest high-tech companies that are achieving success as multi-year users of Model N Revenue Management solutions. When you partner with Model N, you'll be tapping into the same resources that have helped these companies dramatically reduce costs and drive new revenue.

CHOOSE MODEL N CDM FOR UNMATCHED SPEED, CONSISTENCY, AND QUALITY

If you recognize any of these six signs we've described, you're not alone. Market studies suggest that only 20% of high-tech businesses take advantage of Channel Data Management solutions. The remaining 80% use some combination of manual tools, in-house solutions, and/or extensions built on top of ERP systems. If you are one of the 80%, we invite you to take a closer look at Model N Channel Data Management and see what channel data you are really missing.



Find out more by visiting
www.modeln.com/cdm

RESOURCES

AMD Customer Spotlight <https://www.youtube.com/watch?v=z-quW0w0Ig8>

Improve Partner Relationships Globally Using CDM

<http://pages.modeln.com/Webinar-with-CambiumNetworks-WebinarRecording.html>

Model N Channel Data Management Solution Brief

https://www.modeln.com/wp-content/uploads/2016/07/sb_CDM_Overview.pdf

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