Model **N**

Channel Data Management - Active Partner Management

KEY COMPONENTS OF ACTIVE PARTNER MANAGEMENT

With an experienced Model N team, APM manages and tracks partner submissions, provides partner performance and support, providing your organization with greater visibility into the behavior of all partners.

With APM, your company and partners can:

Maintain strong communications and processes for channel partners

Improve new partner experience with white glove on-boarding and education

Manage data corrections, re-submissions, and updates more efficiently

Deliver greater visibility into the reporting behavior and performance of your partners

Track partner submissions and provide support to correct failed data files

Leverage local language translation for better channel communications

Gain complete channel visibility capitalizing on trends with complete and on-time partner data

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Model N's turnkey Channel Data Management solution utilizes automated cloud-based technology and active partner management supporting shifts in your channel business.

Improve Channel Partner Performance

As more and more businesses build their partner ecosystems, companies are challenged to on-board and manage partners in a competitive global market.

Accenture's Chief Sales Officer study shared, "More than 60 percent of the B2B revenue that flows through indirect channels comes from the top quintile of partners. However, only seven percent of partners achieved 65 percent or more of their revenue targets."

In most companies, resources are stretched thin trying to on-board, train and retain partners. Couple this with sending reminders to late reporters, diagnosing, resolving bad data, and working with partners to resolve all type of issues and the challenges grow. Add the dynamics of global time zones of partners and unique languages, and this compounds the effort.

To maximize channel revenue growth, sales and channel operations leaders need more time to manage channel business and spend less time on administration, data and operations.
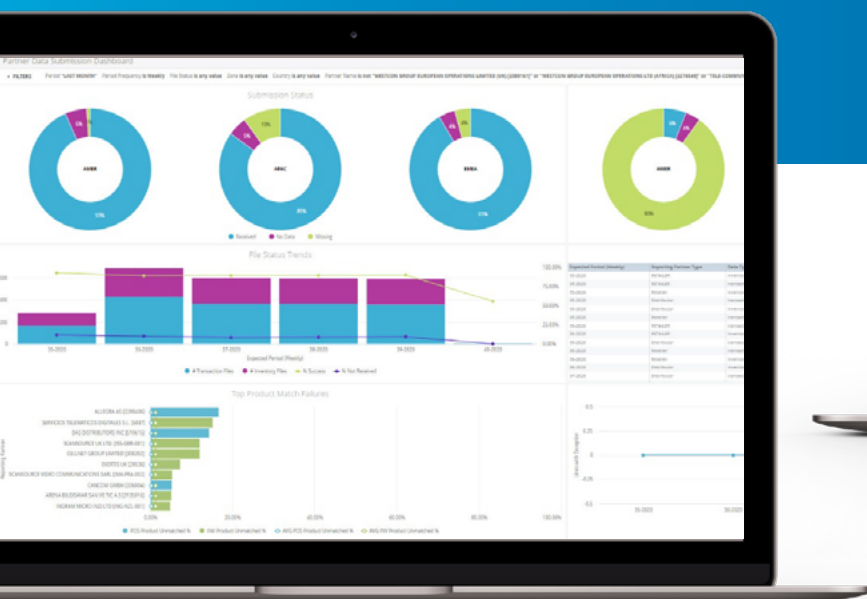
Active Partner Management

Model N's Active Partner Management (APM) is a part of the comprehensive Channel Data Management solution providing partner onboarding, management of activities and data, and automation of key channel tasks.

Model N's APM team works with your organization to automate the management, collection, and reporting of global channel activities and data so your sales and channel operations teams can focus on growing partner success.

Utilizing the APM workbench and automation processes, Model N's team is notified and monitors your partners for on-time submissions, data errors and resolution.

Active Partner Management at a Glance

Channel Network allows partners and manufacturers to view, correct and submit channel data correctly.

Intelligence Cloud gives manufacturers clear visibility into partner status, partner performance and data submission scorecards.

MANAGING PARTNERS

- Partner understands why they are being asked to report
- Administer data on behalf of partners
- Set the stage for successful partner engagement and use of Model N CDM
- Work directly with partners on behalf of customers
- Sales teams have a partner to manage end to end data flow

BUILDING PARTNER SUCCESS

- Comprehensive end-to-end partner onboarding process
- Dedicated customer success throughout lifecycle to provide real-time status
- Maximize timeliness and accuracy of channel partner data
- Share and implement channel best practices
- Assist partners to understand and correct errors providing guidance on the process

MEASURING PARTNER PERFORMANCE

- Real-time insight into partner reporting performance
- Dedicated team to manage partner reporting success
- Active reporting for each partner in your network
- Partner oriented portal for reporting and exception management
- Retention and performance-oriented performance for QBRs

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