

Model **N**

CHANNEL INTELLIGENCE OVERVIEW

Model N's Channel Intelligence brings modern, cloud-based analytics and intelligence including real-time dashboards and reports.

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A clownfish is swimming in a blue-toned underwater scene, surrounded by sea anemones. The fish is positioned on the right side of the lower half of the image, facing left. The background is a dense field of sea anemones, creating a textured, organic pattern. The overall color scheme is monochromatic, using various shades of blue and teal.

Model N

Today, global companies are processing and managing enormous amounts of deal, quotes, pricing and channel sales data resulting in unprecedented volumes. It is estimated that “over the next two years, enterprise data is projected to increase by 42.2% annually, with only 32% of data available put to work.”



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Considering most high-tech companies derive 70 – 80% of revenue from channel partners, this adds another level of complexity to managing and gaining insights that can guide business decisions and value¹.

To address these revenue and channel intelligence questions, many companies have assembled several internal applications, vast data sources and relied on numerous analytic solutions to create the reporting and insights required. It's been estimated that enterprise companies have from 8-12 unique BI and analytics tools in place. However, with the cross-department deployments and siloed data, these introduce challenges.

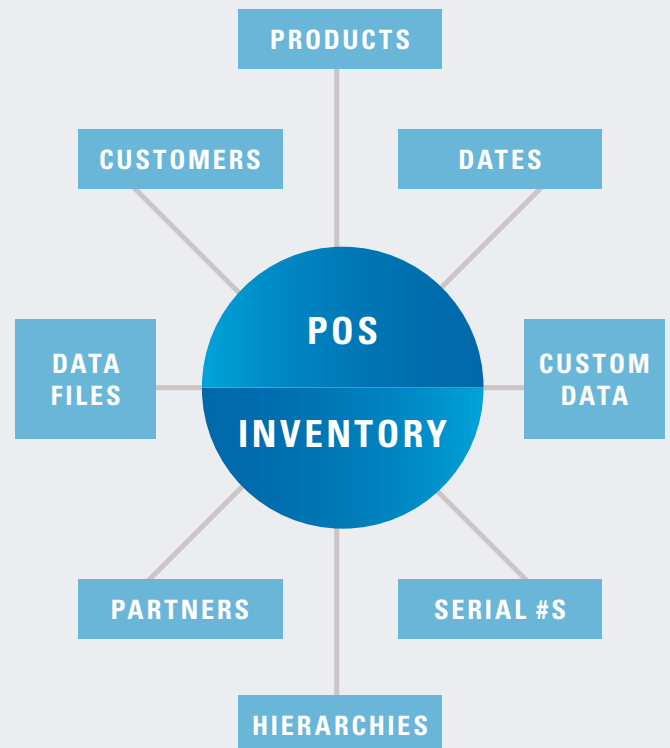
Model N's Channel Intelligence answers these questions bringing modern, cloud-based analytics and intelligence including real-time dashboards and reports. Sales operations, finance, sales and other team's requiring insights can use these smart dashboards and reports, to make better business decisions while validating global partner performance.

Channel Intelligence Cloud Data Mart

Model N Channel Intelligence Cloud offers better data-informed decisions and intelligent actions for your channel data investment. A 100% cloud-based solution that provides a high-performing, scalable analytics including real-time dashboards and reports infused with enriched, validated data.

These purpose-built analytics provide sales, sales operations, channel leaders, finance and marketing, and executive management with new and consistent insights not found in siloed solutions in different departments.

This fully enriched channel data is available for downstream data delivery to ensure manufacturer's investments already made in data reporting can benefit for timely, accurate channel data.



Channel Intelligence Dashboards

Channel Intelligence enables channel sales, sales operations and marketing leaders with real-time forecasting, market visibility, and accurate incentive and rebate payments for their channels. Model N provides a wide range of pre-defined, configurable dashboards in key areas you need most. At right are a sample of out-of-the-box dashboards and reports provided.

DASHBOARD

Partner Ecosystem Performance

Partner Performance Details

Partner Data Submission Dashboard

Partner Data Failures Dashboard

Sales Dashboard

Sales Trends Dashboard

Product Family Sales Mix Dashboard

Reporting Partner Sales Mix Dashboard

Channel Product Mix Dashboard

Product Mix Dashboard

Inventory On-Hand Dashboard

Inventory and POS Trends Dashboard

Reporting Partner Trends Dashboard

Transaction Detail Dashboard

PARTNER PERFORMANCE / COMMUNITY

- Global Partner Dashboard
- Global Retail Dashboard
- Reporting Partner Trends
- Preparing Partner Mix

INVENTORY & POS

- Inventory & POS Trends
- Inventory On-Hand
- Transaction Analyzer

PARTNER SCORECARDS

- Partner Ecosystem Performance
- Partner Performance Details
- Growth Performance Dashboard

SALES (PARTNER, PRODUCT REGION)

- Partner Sales
- Retailer (store/location) Performance
- Sales Trend Dashboard
- Product Mix Breakdown
- Channel Product Mix
- Transaction Analyzer

HIGH LEVEL SUMMARY

Visibility to global partner performance across scorecard measurements (Accuracy, Timeliness, Completeness)

Partner Scorecard trending across scorecards and data types

Active Partner Management tracking of partner submission status

Active Partner Management tracking of partner submission challenges and end to end visibility

Sales overview dashboard of Partners, Resellers, End-Customers by product, sales & units

Sales trended view of Sales Dashboard

Review what products/families are being sold by your partners and drill into product and revenue mix

View of top & bottom view of your Partners over time

Visibility & breakdown of your sales/units by partners, resellers, end customers

Top & bottom view of products (Family, Line, SKU)

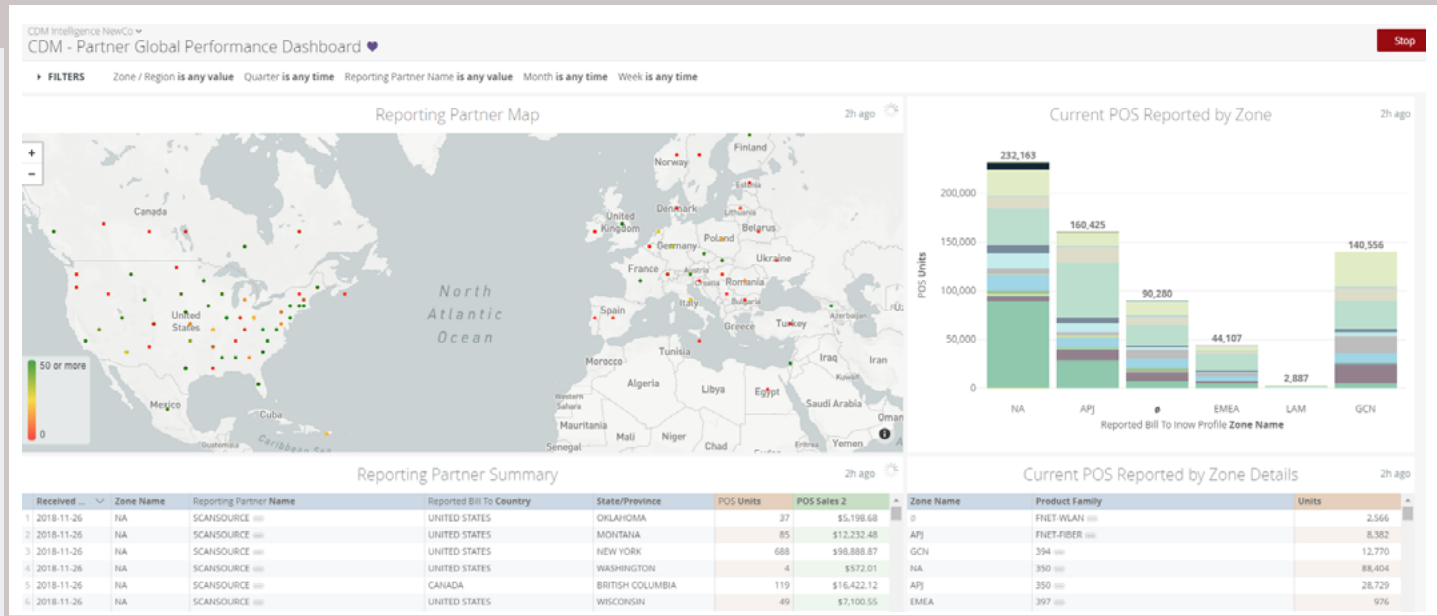
Visibility to Inventory levels, sold per day and Days on hand by product & time

Visibility to your Inventory and POS Trends by volume & sales

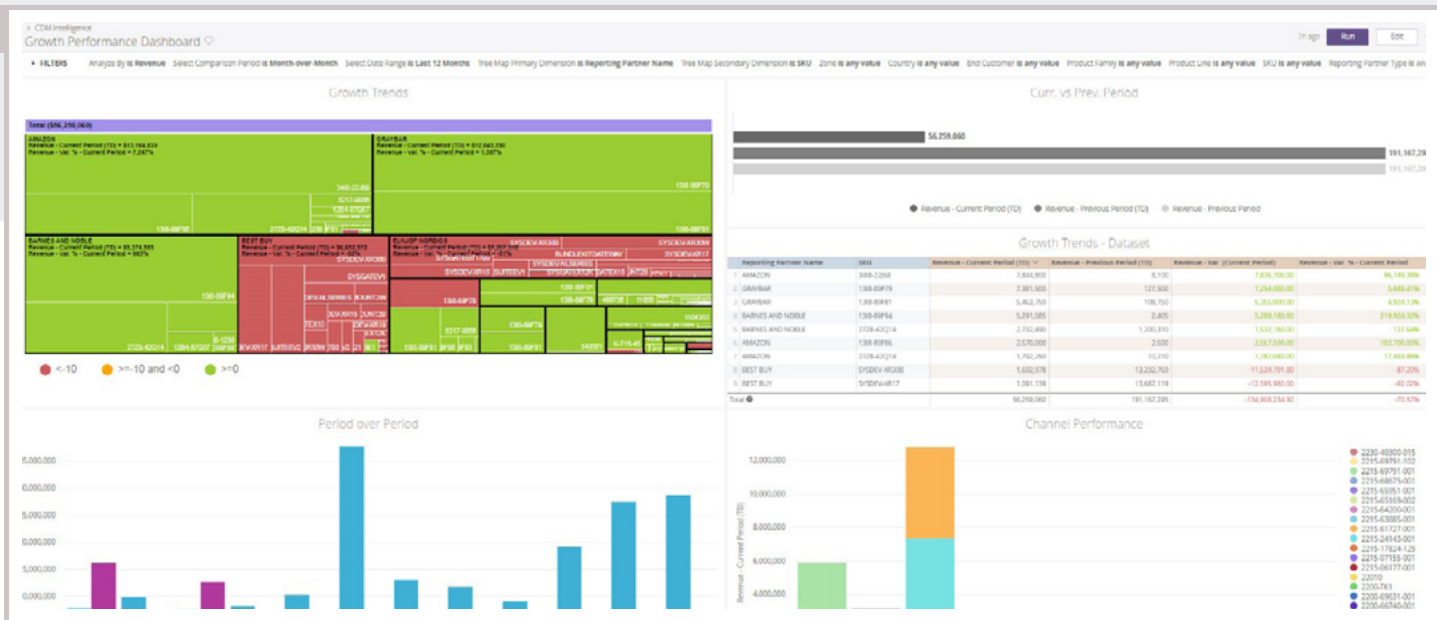
View of Reporting partners units/sales over time

Transaction level data allowing you to review any level of transaction details

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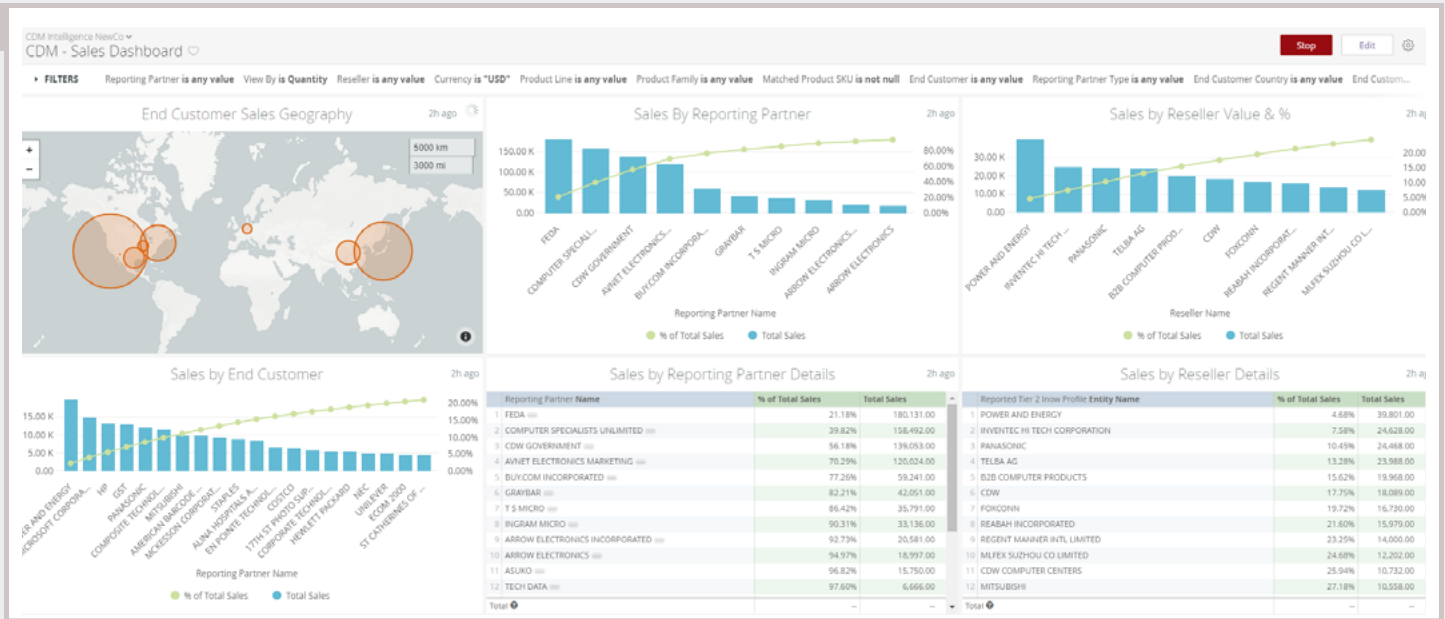
1 Global Partner Performance Dashboard

The Global Partner Performance dashboard measures revenue performance by global locations, ensures teams have visibility into each partner location (Retail stores, Reseller Locations, for example.)

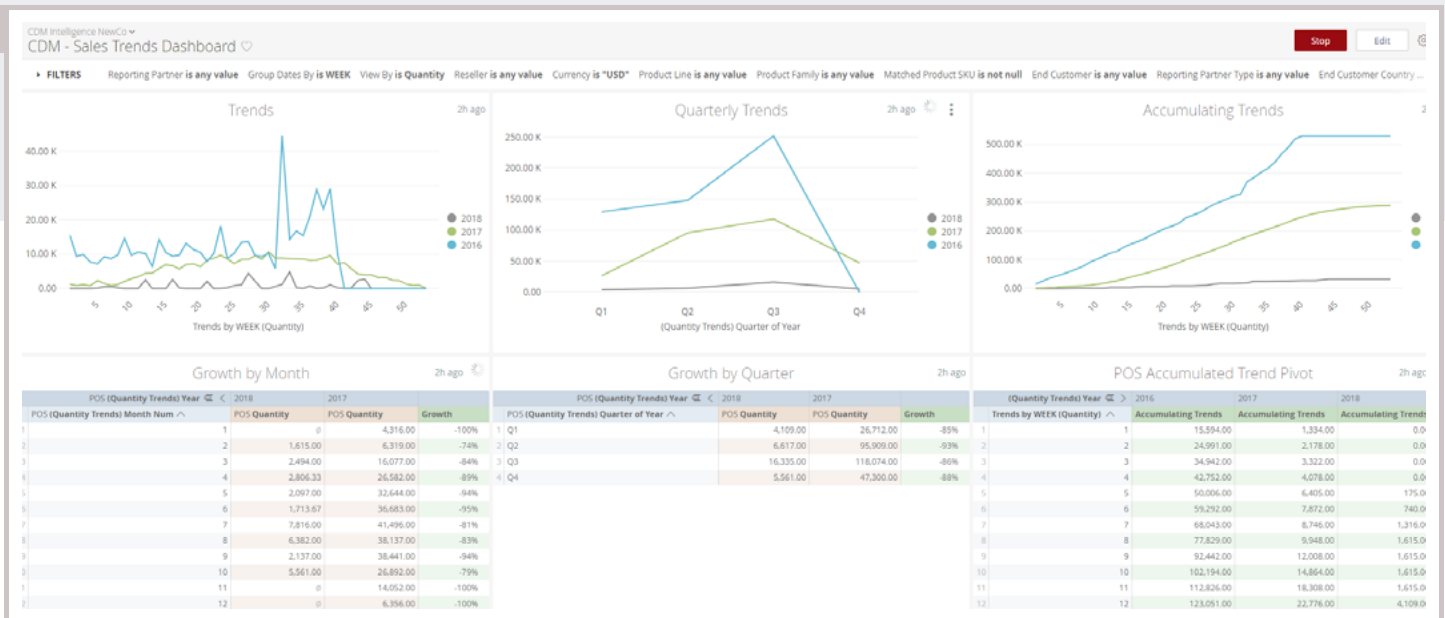
2 Growth Performance Dashboard

The Growth Performance dashboard provides growth insights across partners, product attributes, geography and end customers. Identifying key growth areas quickly allows customers to make key business decisions with near real-time data.

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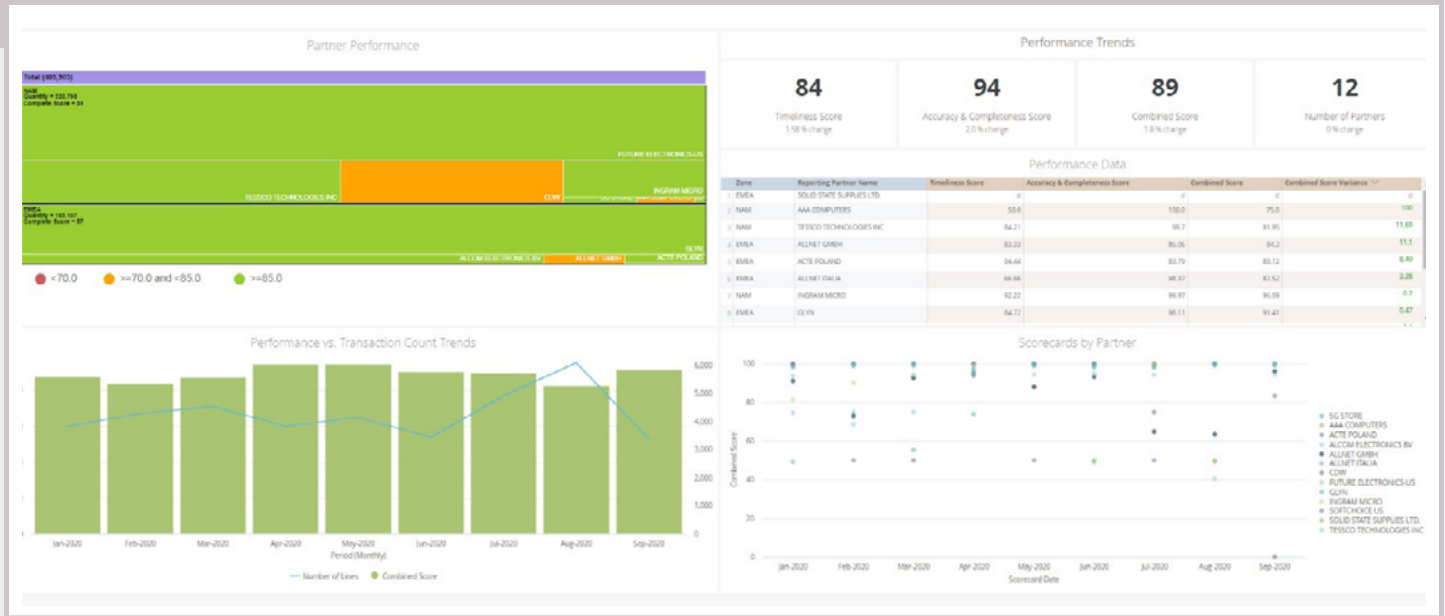
3 Sales Dashboard

Global Partner measures revenue performance by global locations, ensures teams have visibility into each step of the distribution chain. (Retail stores, Reseller Locations, for example).

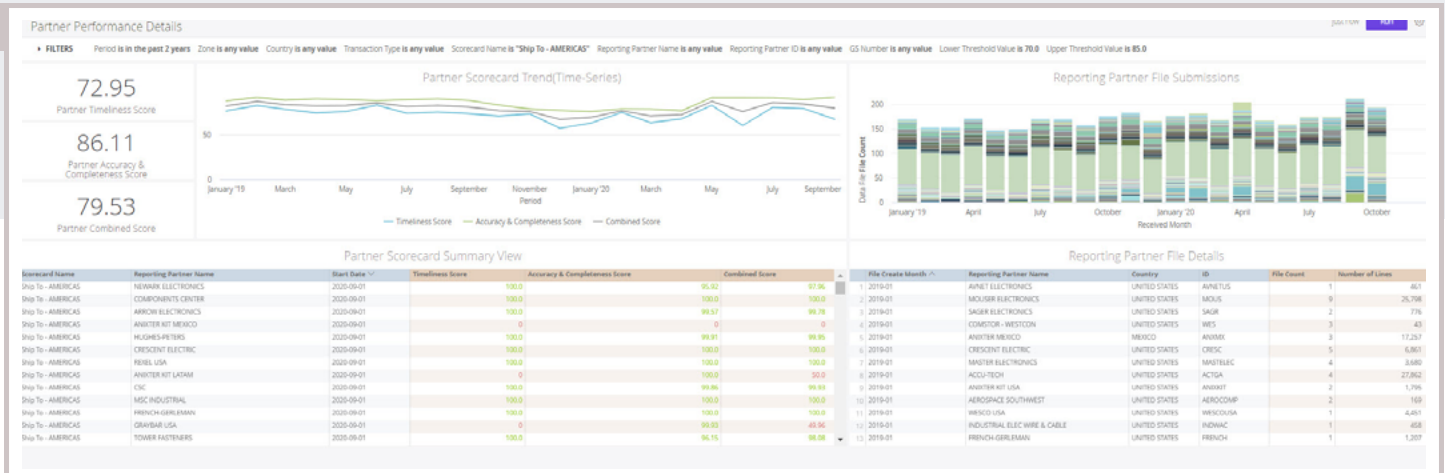
4 Sales Trend Dashboard

The Sales Trend dashboard allows Sales teams to align POS quickly to fiscal periods, identifying trends over weekly, monthly, quarterly, and yearly periods.

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5 Partner Ecosystem Performance Dashboard

Partner Performance scorecards allow channel teams to provide key reporting insights across data accuracy, completeness, and timeliness within their partner base. Each scorecard is configured for their corresponding partner segment and data set, automatically providing your team with data that's not available today with other CDM solutions.

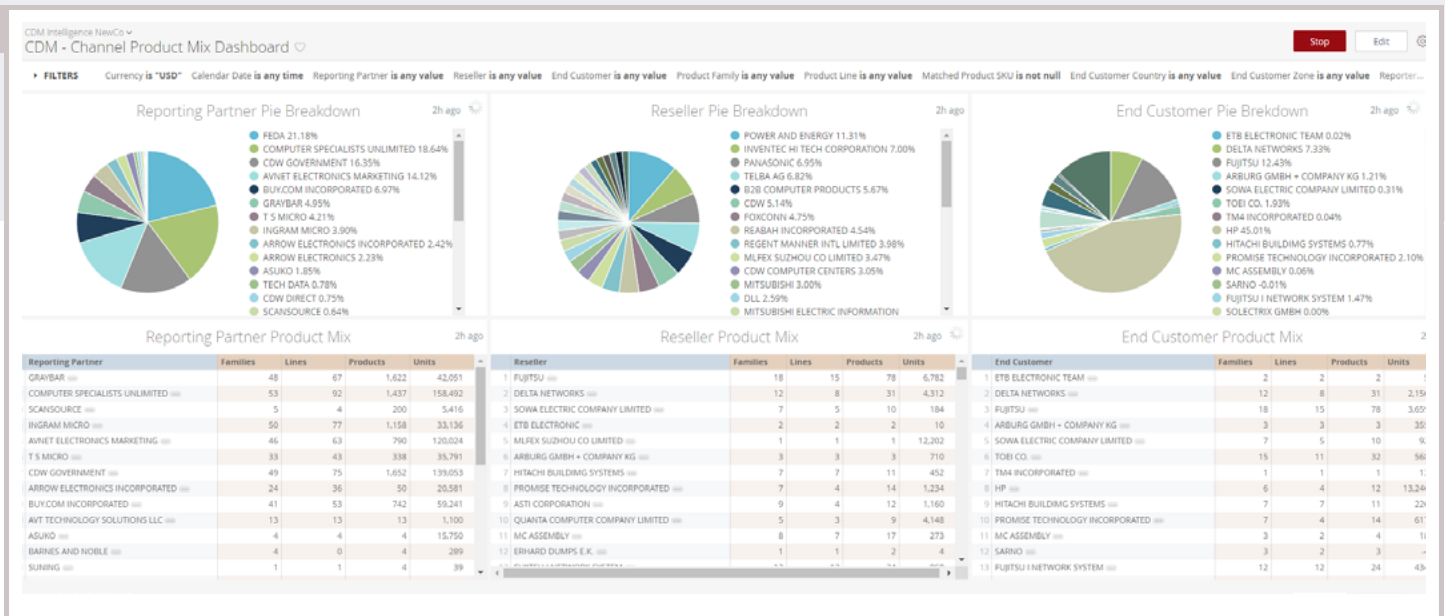
6 Partner Performance Details Dashboard

Scorecard data can also be viewed across time periods, ensuring clear partner performance visibility during quarterly reviews for example. Partners are then driven to provide data timely and accurately with new and easier data transfer methods and easier to submit data format requirements.

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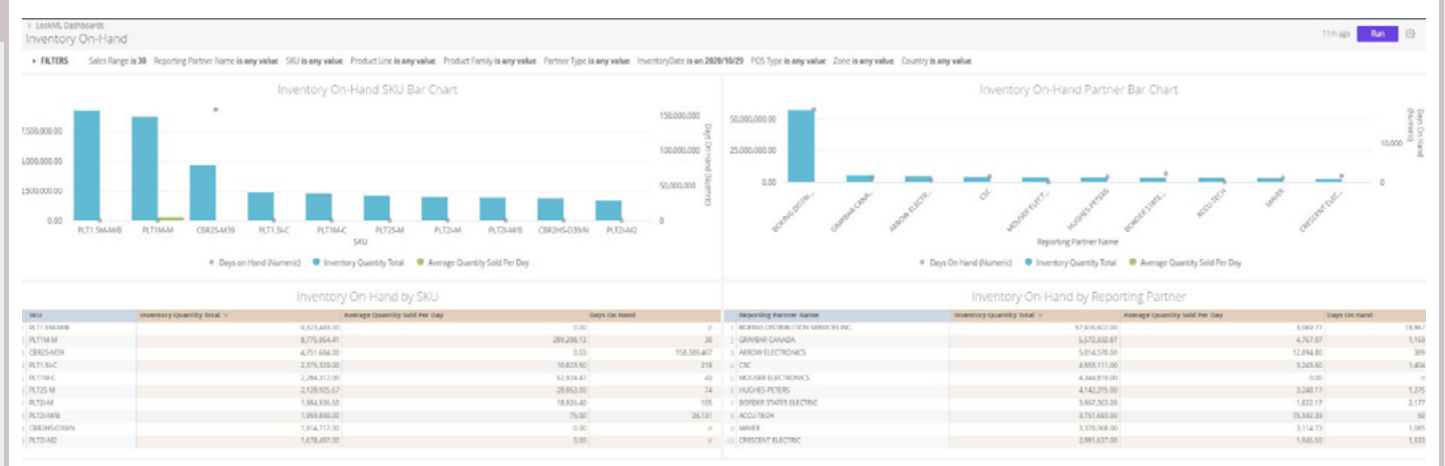
7 Reporting Partner Trends Dashboard

The Reporting Partner Trends dashboard gives customers the ability to grant access to Reporting Partners to view their data sets compared to similar partners. This gives them market intelligence and measures them against competition using KPIs.

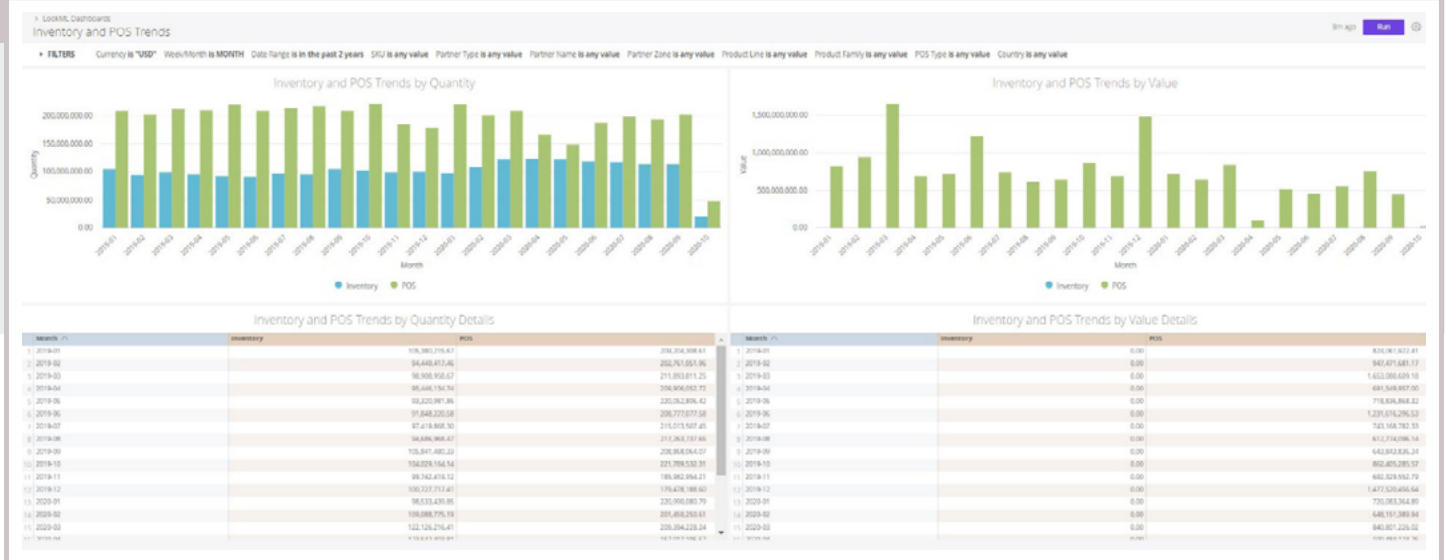
8 Channel Product Mix Dashboard

The Channel Product Mix dashboard provides a view across channel partners, resellers and end customers, channel data intelligence allows for slicing sales based on product lines, families, and other key product attributes.

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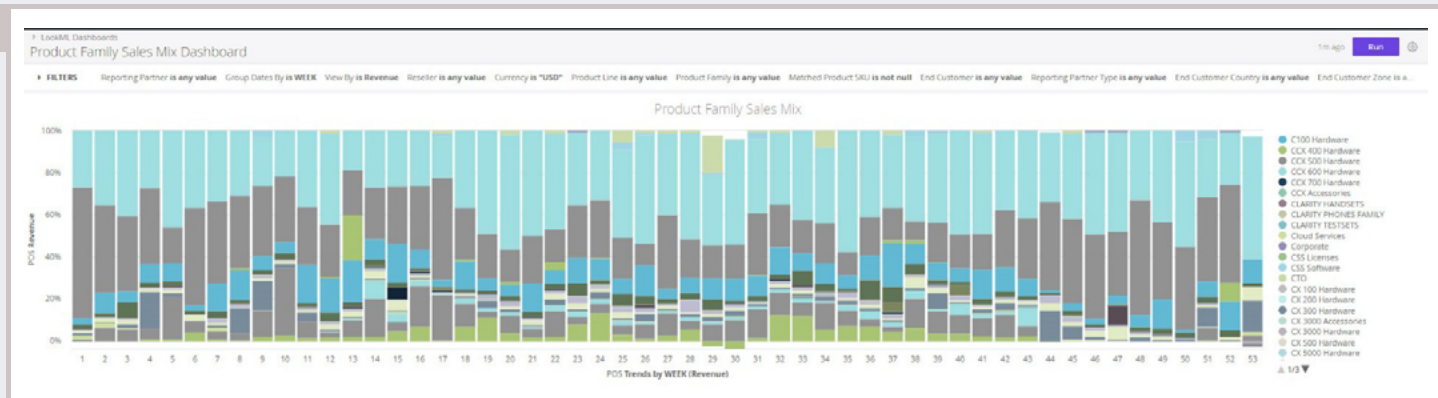
9 Inventory On-Hand Dashboard

Many customers struggle with inventory on-hand calculations and measuring product run rates. Channel intelligence allows for quick and easy On-Hand calculations based on POS and shipments. This enables users to easily compare on hand inventory variances based on what inventory values should be, and what was reported.

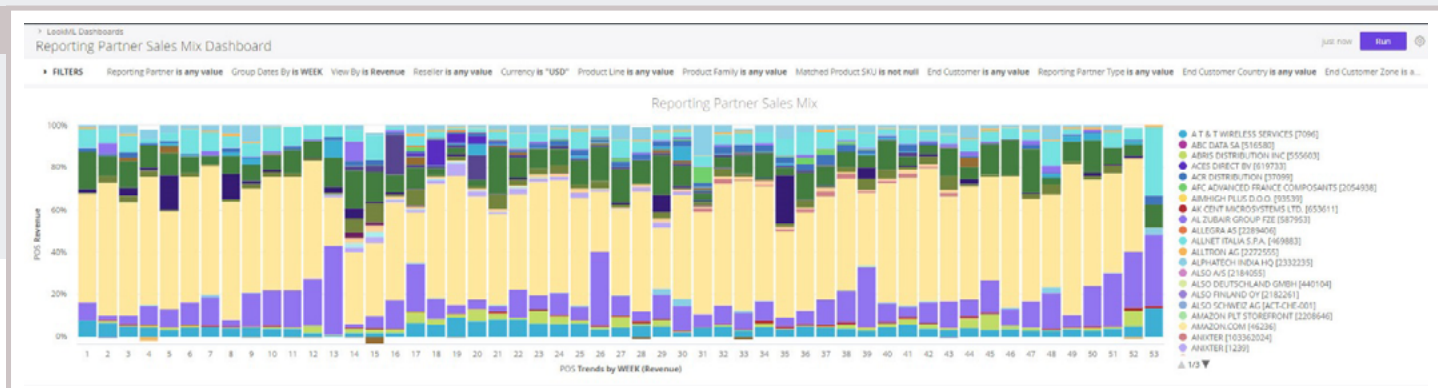
10 Inventory On-Hand Dashboard

Inventory and POS trends can assist channel leaders with inventory levels for key products, based on changing demand in near real-time. Having up to date inventory levels ensures channel teams can react to an ever-changing market.

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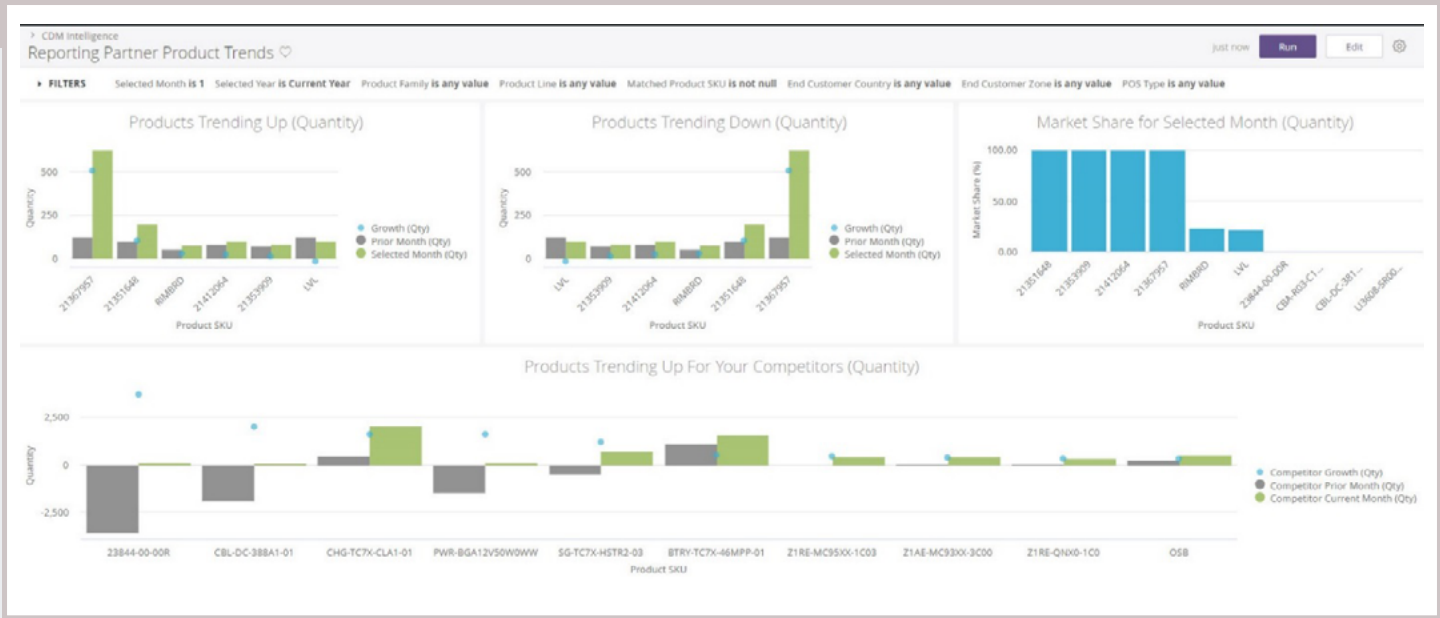
11 Product Family Sales Mix Dashboard

Data visualizations can help identify trends, like our product family sales mix dashboard. As channel data management collects near real-time POS data, it is immediately useable by downstream product teams. Customers use this type of data across their product teams to validate new product introduction performance.

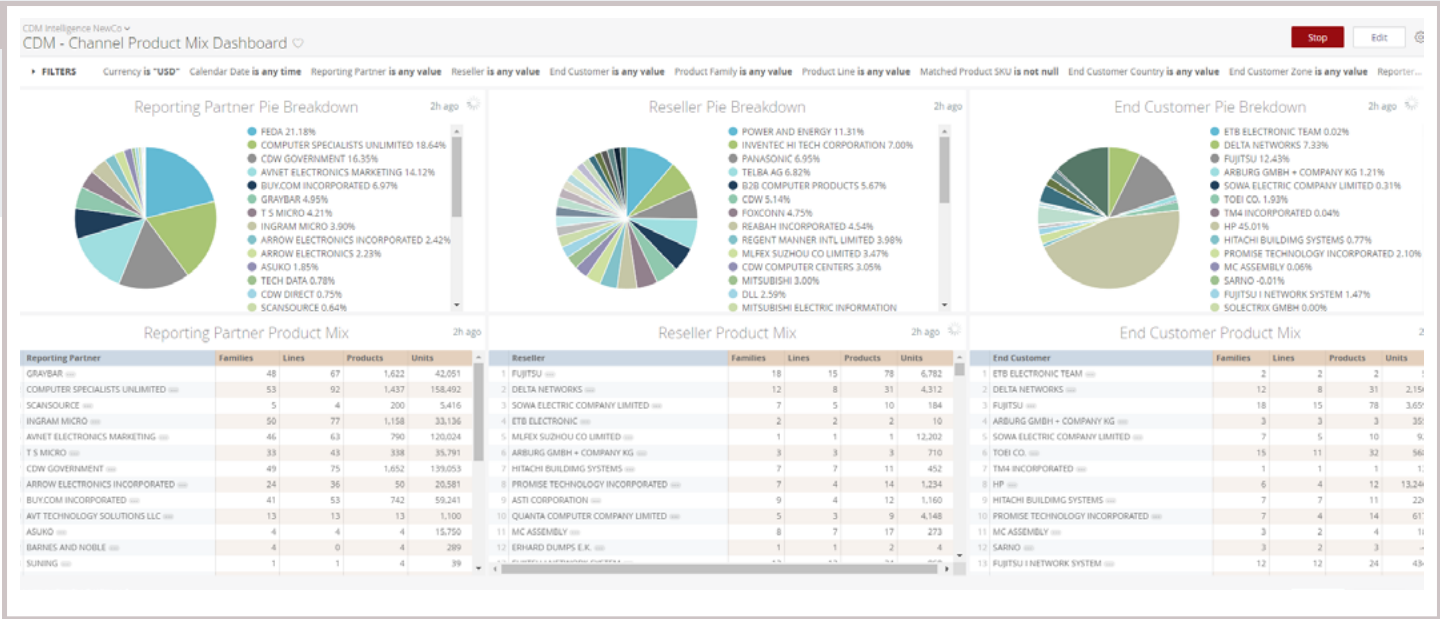
12 Reporting Partner Sales Mix Dashboard

Another data visualization dashboard like our Reporting Partner Sales Mix Dashboard. This allows for additional data visualization to help identify partner sales trends.

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13 Partner Data Submission Dashboard

Channel Operations teams use Partner Data Submission dashboards like the one above to ensure all data files are processed timely from their partners. Model N's Active Partner Management team is continually following up with partners to ensure data is transferred timely using their preferred format and method of transfer.

14 Partner Data Failures Dashboard

Channel partners often experience data validation issues within their submitted files. Partner Data Failures are tracked end to end using Model N's Active Partner Management team. This Partner Data Loading Dashboards are updated in near real-time ensuring channel operations and account teams are constantly informed.

Model **N**

**THANKS
FOR YOUR
TIME**

Learn more about our approach
to Channel Intelligence [here](#).

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