

# Collaborative Channel Planning

Engagement, Agreement, Successful Execution

Channel investments often fail to yield the expected returns due to cumbersome engagement processes, uncoordinated activity plans and a general lack of robust tools to help brands and their partners plan and control channel performance. E2open®'s Collaborative Channel Planning application provides streamlined, automated processes for brands and their partners to jointly create and fund flexible, effective activity plans, helping them maximize results and improve their return on investment.

Things work best when brand owners and their channel partners pull in the same direction. However, cumbersome planning processes and a lack of shared vision and collaborative tools often get in the way. Efforts to form and execute plans using email and spreadsheet-based back-and-forth iterations create a barrier for partners to plan their channel activity and resources. Partner activities offered or chosen at random drive unpredictable results. Without a mutually agreed business plan, the channel will seldom reach its full performance potential, effectively making channel investments an overhead cost.

Part of the Channel Shaping suite of intelligent applications, e2open Collaborative Channel Planning enables smooth and deep engagement with all distribution partners. Brand owner marketing and channel management teams can adopt a holistic view of all channel activities and commit time, resources and funding based on overall impact and budget. Partners can easily create plans they believe in through a simple process with integrated fund request and approval management. With capabilities to track the execution to completion or adjust the plan as necessary, the application helps brands and partners maximize business outcomes.

## Key Features

- Intuitive user experience helps partners and brand owners create joint plans quickly and easily
- Contextual information, such as objectives and costs for each activity within a plan, supports prioritization and helps ensure activities are aligned with strategic goals
- Visibility by all stakeholders into available market development funds and real-time budget consumption updates enhances planning decisions
- Streamlined approval workflows enable rapid plan activation
- Deep, built-in integration with marketing applications automates funding requests and helps teams choose the most impactful activities



## Key Benefits

- More predictable outcomes and return on investment (ROI) by moving from ad-hoc to well-conceived activities based on shared goals
- Improved partner engagement by simplifying the user journey during the requesting, reviewing and accepting stages of the joint planning process
- Better budget utilization with fewer expired funds and a greater number of activities selected as part of a holistic plan
- Increased partner satisfaction with fewer activities declined, fewer errors and faster handling of requests and claims
- Improved alignment of activities, plans and investments with strategic goals

## Easy Planning From Idea to Execution

To be effective, it is important for companies to have an intelligent strategy and a set of easy-to-use tools to link together their business objectives and channel partner actions. Specifically, brands and partners should both understand which activities should be funded, how those activities work together, what budgets they should allocate to them, and how best to measure the plan's successful execution. E2open Collaborative Channel Planning provides these crucial capabilities.

### Single Place for All Partner Planning

Legacy desktop or disconnected planning systems lead to significant lost opportunities, inaccurate data and inefficient business processes. The capability to comprehensively capture and track plans helps partner and channel team members focus on achieving better results rather than entering data in multiple systems and correcting errors and mismatches.

### Engaging User Experience

This application presents information in a simple, easy-to-understand way that empowers even the least experienced users to start planning from day one. Role-based functionality helps partners and

brand owners be more productive by surfacing the elements most relevant to each role. An intuitive user interface means minimal training is required and allows brand owners to engage a large partner audience quickly and effectively, minimizing time-to-value.

### Holistic Visibility and Governance

Providing big-picture context to marketing activities helps align them with business goals and achieve better outcomes. With visibility into the objectives, timing, costs and expected results for each activity within the overall plan, partners and brand owners can prioritize, accept or adjust their plan proposals for maximum business impact. A formal approval process helps ensure plan and program quality.

### Seamless, End-to-End Planning, Funding and Execution

Out-of-the-box integration with the systems that handle marketing funding and channel execution empowers partner and channel executives to manage activities more efficiently and effectively. This application simplifies, streamlines and improves the end-to-end channel marketing processes, automating tasks such as requesting pre-approval for certain activities or raising funding requests. These streamlined capabilities enable channel teams to manage partner planning more quickly and effectively.

### Fast, In-line Budget Availability, Analysis and Allocation

Linking a partner activity plan to funding is no longer tedious and inefficient. Channel executives can see all available and eligible funds alongside the proposed activities and select how to finance each proposal. Spend analysis reporting helps them understand where they consume their budgets and the outcome of that expenditure. This empowers them to approve requests quickly or recommend alternative or additional activities for the plan that partners may choose to accept. Fast approvals and positive brand owner plan recommendations improve partner satisfaction and increase commitment.



## End-to-End Supply Chain Management Platform

Once an organization implements any e2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain. The e2open platform creates a digital representation of the internal — and optionally external — network, connects internal enterprise resource planning (ERP) and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine learning-enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

Improve channel ROI and increase engagement, loyalty and performance through partner activity plans that are collaborative, well-conceived and easy to create and fund.

## About e2open

At e2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything.

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