

# Rewards and Funds Management

Predictable Returns, Engaged Partners, Efficient Operations

Companies can spend as much as 5% of their channel revenue to fund marketing initiatives for or with their partners while having little assurance that the promised returns will materialize. E2open Rewards and Funds Management helps companies develop, budget, and manage partner programs of any complexity on a global scale efficiently and effectively with predictable results.

By supporting partners' marketing initiatives with funds, sponsoring companies can better grow their revenue, expand their market presence, and increase their partners' loyalty and level of commitment. With the growing importance of partners that touch a sale without actively transacting a brand's products, offering funds for market development, demand generation, enablement, and so on may be the primary means of influencing partner behavior. However, when the process of requesting and receiving funds is neither measured nor planned — and when it requires a large amount of effort — many partners choose not to engage. Funds often expire unused, or they are requested at the last minute with little thought as to what they will be spent on. As a result, companies have difficulty determining what the most effective activities and programs are and assessing the returns on the investments made.

E2open Rewards and Funds Management enables marketers to run complex discretionary partner funding programs effectively and efficiently. The application

integrates with channel planning and marketing automation tools from e2open to streamline the consumption of marketing funds and help ensure that they are spent on activities with high and predictable returns. Administration, audit, and payment services complement the application to help brand owners quickly validate the claims their partners make and promptly issue correct payments.

## Key Features

- Single platform for managing multiple programs with the ability to use both accrual and discretionary funding models
- Support for local languages and currencies to accommodate global programs with a regional flavor
- Analytics highlighting fund performance to facilitate the selection of programs and activities with the best return on investment
- Personalized partner communication in line with the company's brand guidelines
- Secure, role-based access to all features, functions, and reporting capabilities for increased efficiency
- Off-the-shelf integration with e2open Channel Marketing Automation and e2open Collaborative Channel Planning



## Key Benefits

- Helps optimize marketing investments by identifying which programs work and which partners make a difference
- Aligns programs with corporate goals through planning and end-to-end visibility into activities and their results
- Improves budgeting by reducing opportunity costs, funds expirations, and ineffective last-minute investments
- Increases partner engagement and commitment by aligning funding and rewards to each partner's business model
- Raises barriers to competitor influence by supporting a large volume and range of activities
- Minimizes banking fees and financial compliance risks

## Marketing Investments That Drive Results

Companies can increase the impact of their channel marketing spend by deploying well-planned, efficiently administered, and accurately measured incentive programs — including CO-OP funds, market development funds (MDF), and more — that are adaptable for both local and global needs. Rewards and Funds Management helps make such programs a reality while enabling companies to quickly respond to threats and opportunities.

### **Predictability**

Dashboards and reports uniquely present actual sales and demand information alongside metrics measuring the results of the marketing activities and programs each partner took part in. This helps channel teams understand the ROI of funded programs. Marketers can use feedback on what works to develop programs that produce the desired results on a consistent basis.

### **Alignment**

A single platform for funds, incentives, rebates, and rewards enables marketers to coordinate the timing, goals, and implementation of various programs. This helps ensure that all incentive programs are harmonized and aligned with corporate objectives and partner drivers.

### **Responsiveness**

For maximum effectiveness over time, funding and rewards programs should adapt to business conditions without constraints or delays. E2open facilitates this by providing fast and flexible configuration capabilities at the country, fund, and partner level. These extend across multiple program and activity types, workflow options, business process variations, and funding models.

### **Effectiveness**

Simple claim submission forms and workflows with clear instructions on how to report ROI make it easy for partners to engage. Automated reminder services for claim due dates, proof-of-performance deadlines, and fund expiry risks help reinforce partners' processing efficiency. To complement this, the application also provides global multilingual operational support for claim auditing according to company rules.

### **Relevance**

Application access is based on user role, and automated notifications and communication use personalized forms and content for increased relevance to the recipients. Support is provided in local languages, currencies, and time zones. All these features enhance a company's appeal to channel partners while helping to ensure that interactions between the company and its partners are timely and on target.

### **Low-Cost Administration**

Marketers can create, manage, and evaluate all funding programs regardless of country, language, currency, or partner using a single, efficient platform. Rewards and Funds Managements provides out-of-the-box integration with applications such as Collaborative Channel Planning and Channel Marketing Automation that enable the planning and execution of market development activities. Furthermore, e2open's audit and payment services can integrate with any accounting or finance system, resulting in end-to-end fund management. All this helps reduce administration costs.



Optimize channel marketing performance, lower administration costs, and reduce financial risk with one platform for managing all funding and rewards programs across all partners and regions.

## About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 400,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 12 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as One™. Visit [www.e2open.com](http://www.e2open.com).

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