e2open

10 Tips for Better Channel Visibility

You can market more effectively when you know how much your partners are selling, where, when and to whom. Using data from your partners can help you increase your sales, use your budget more wisely, plan and serve your customers better.

Here are some best practices to get

More Complete, More Accurate, Timelier Data From Your Channel

ENABLE

1. Do

Understand your breadth of data use-case scenarios and the overall data requirements across all scenarios

Understand partner reporting capabilities and limitations, and allow them to "come as they are"

2. Don't

Request data you don't need or change partner reporting requirements frequently

Request data partners can't report and penalize them when they're not able to provide it

MOTIVATE

3. Make It Contractual

Partnership agreements mandate data reporting and specify standards and quality

4. Make It Matter

Control partner access to leads. Adjust your lead routing based on reported sales

5. Make It Count

Tie partner benefits level to their profile. Adjust partner profile to reflect their data reporting quality

6. Make It Desirable

Tie partner incentive payout to the timeliness, completeness and accuracy of reported data

7. Make It Safe

Prevent anybody else in the ecosystem from approaching partner reported opportunities

8. Make It Grow

Make partners discoverable by other partners through a locator based on their reported sales

ASPIRE

9. Feedback

Provide continuous partner reporting measurement and feedback

10. Visibility

Ensure partners have daily visibility to their reporting KPIs

Aim for Best-In-Class

100% of Data Reported Daily

All Reporting Formats Supported

100% Compliance with Industry Standards

Line-level Validation of All Reported Data in Real-time

100% Automated Partner Reporting

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