

BRIEF CASE ↘

## Net Transaction Value Visibility

This American multinational technology company with headquarters in Palo Alto specializes in developing and providing a wide variety of hardware components, as well as software and related services to consumers, small- and medium-sized businesses, and large enterprises, directly and through a wide network of partners.

Its primary product lines include personal computers, printers, and related supplies, as well as 3D printing solutions.



### The situation

The company runs a global multi-tier distribution channel with thousands of distributors and tens of thousands of resellers. It provides complex incentive programs for both distributors and resellers with many variations by product, region and type of partner. It also offers commissions for channel sales.

To manage this complicated channel and the programs associated with it, the company was using some seventy different application systems and an intricate integration architecture.

### The challenge

All this investment was in place, yet the company was not getting timely, reliable, consistent sales and inventory data from its first-tier distribution partners, never mind the long tail of small resellers and retailers. And because of that, it was measuring and compensating its sales force based on Sell-in which doesn't drive optimal performance and can lead to unwanted scenarios such as overpayment.

The complexity of the landscape also meant the costs to maintain

and administer all the systems were unreasonable.

Moreover, the world was changing, but they were unable to adapt their incentives and respond quickly enough, missing out opportunities.



### The solution

Simplifying the channel was not an option. In fact, the channel will only get more complex.

The response had to be employing the right technology to simplify the landscape and administration of partner programs and provide trusted visibility into channel performance at a manageable cost. To achieve that the company rolled out e2open Channel Data Management and e2open

Incentives and Rebates applications globally to Tier 1 distributors and some Tier 2 resellers.

Integration to Microsoft 365 CRM and an in-house pricing application plus a custom coherence score rating for partners ensure smooth processes, and help meet unique requirements.



### Technology Company

#### Challenges

- Company was not getting timely, reliable, consistent sales and inventory data
- Costs to maintain and administer were high
- Unable to adapt their incentives and respond quickly, missing out on opportunities

#### Solution

- Employing the right technology
- Simplify administration of partner programs
- Provide trusted visibility into channel performance at a manageable cost

#### Applications

- Channel Data Management
- Incentives and Rebates

## The outcome

The company is utilizing the solution to manage five billion dollars of funds, connecting over 10,000 distributors and more than 30,000 distribution partners. performing two quadrillion calculations every twelve minutes. It is the largest implementation of this type.

The seventy systems were cut down to six. Visibility to the net transaction value helped them introduce sales compensation based on the distributor price, cutting forty million dollars in

costs over two years. Incentives are validated against Sell-out saving over \$300 million in contra revenue overpayments.

Real-time analytics and use of AI resulted in improved processes and higher productivity for their teams, who now need to manage just the outliers rather than all the variances. In all, payments are much faster, with a 15% reduction in turn around time and the cost of sales administration reduced by five million dollars.

### Applications

- Channel Data Management
- Incentives and Rebates



## 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.™ Learn More: [www.e2open.com](http://www.e2open.com)

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# \$5B

INCENTIVES PAID



# 70<sup>to</sup>6

SYSTEMS CONSOLIDATED



# 10k

DISTRIBUTORS  
CONNECTED



# \$300M

OVERPAYMENTS  
SAVED



# \$5M

SAVINGS IN SALES  
ADMIN COSTS



# 15%

FASTER PAYMENTS  
TO PARTNERS