

BRIEF CASE ↘

Eliminating rebate overpayments

This digital networking company, based in San Jose, California, designs and manufactures wired and wireless network infrastructure equipment. They also develop software for network management, policy, analytics, security, and access controls. With more than 2,400 employees and a diverse partner network, the company helps enterprises use their products and services worldwide as part of their digital transformation programs.



The situation

To boost mutual sales revenue, the company has a long history of providing partner rebates and distributor-specific price lists and trade terms. And each quarter, the organization will manually calculate the backend rebates based on an average price, and then use an internally developed tool to match claims and transactions to the individual price lists. If the company discovers discrepancies between the initial payout based on averages and the subsequent calculated rebate, they will negotiate with their partners to recover any overpayments.

The challenge

The company's ongoing success drove a significant expansion of the distributor and reseller channel over time. In turn, the existing incentive processes were slow, inaccurate, and frustrating to all parties. Additionally, an expanding partner network increased challenges and magnified financial implications, including incorrect revenue recognition and losses at the initial payment stage and the following negotiated rebate return.

The company needed a change in process, but their internal tool wasn't

enough to support the outcome they wanted. So they replaced it with a modern solution that reduces or eliminates many manual processes and their inherent errors.

The solution

The company deployed e2open Channel Data Management (CDM) and Incentives and Rebates (I&R) applications -- part of the Channel suite of products. CDM collects sales data from partners, cleanses it, and automatically matches each



transaction to the correct individual price list, eliminating the need to use average distributor prices. Then the I&R application automatically validates rebate conditions, calculates the amount, and accrues rebates until payment. A collaborative disputes

management module handles further partner interactions around claims. Finally, analytics based on sales, inventory and incentives data provide performance insights for the company and its partners.



**Digital
Networking
Company**

Challenges

- Error-prone manual rebate calculations
- Built-in inaccuracies by using average prices instead of distributor-specific prices
- Frustrating, ineffective rebates claw back process

Solution

- Automated rebate calculations against actual prices to eliminate built-in inaccuracies and claw back process

Applications

- Channel Data Management
- Incentives and Rebates

The outcome

The new capabilities provide a solid foundation for attracting and motivating a growing partner ecosystem through a broader range of rebates. Faster, more accurate incentive payments, better

performance visibility, and simpler engagement processes improve the partner experience and satisfaction. The solution also drives revenue, margin, and profitability by getting incentives right the first time.

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 480,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 15 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

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FASTER

Rebate Payments



IMPROVED

Partner Experience



FLEXIBILITY

For Future Programs



IMPROVED

Profitability



ACCURATE

Revenue Recognition



ACCURATE

Rebate Calculations