e2open®

Manage Funds & End-User Promos

Founded in 1906 in Rochester, New York, this American corporation is best known for the invention of the photocopier and laser printer. Their technology innovation can claim responsibility for significantly transforming the global printing industry.

Today, it sells print and digital document products and services in more than 160 countries directly and through a large network of distribution partners.
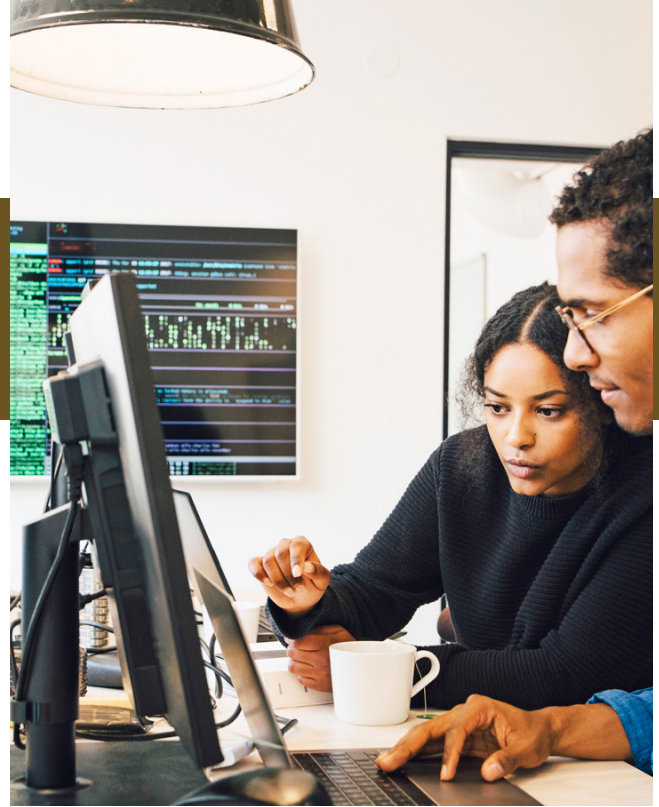
The situation

The company has been using e2open Channel Data Management and Incentives and Rebates applications for a long time.

They were also a former Birch Ltd client. They had been using Birch applications since 2010 to help them manage their channel and market development funding programs, and their end user promotions in the EMEA region.

The solutions were well adopted by the users and meeting the company's business requirements.

The challenge

In November 2017, e2open acquired Zyme and Birch, and shortly thereafter combined the best capabilities from all acquired software into a new, modern rewards and funds management application. The old solutions continued to be supported but were not getting new capabilities.

And though the company was happy with the old solutions and the service e2open continued to provide, they recognized two major challenges:

- Economic factors will dictate that sometime in the future the old

solutions be retired and that will leave them exposed.

- In a changing world, there will be a point when the existing capabilities will no longer be enough, restricting business agility.

The solution

By 2020, they decided to migrate and run their EMEA channel development funds, marketing development funds, and end-user promotions programs on the e2open Rewards and Funds Management cloud-based application. New capabilities were also added, including:

- Real-time banking validation and payments processing using API connectivity to XTRM.com

- Claims validations based on serial numbers leveraging their e2open Channel Data Management

- Claims and promotions reporting

- Support for language-specific promotions under one URL

- Simplified end-user claims form and approval workflows

- Visibility to archived, active, and featured campaigns by country

Technology Company

Challenges

- Old solutions continued to be supported but were not getting new capabilities
- In the future, the old solutions will be retired and that will leave them exposed
- Existing capabilities will no longer be enough, restricting business agility

Solution

- Migrated to the Rewards and Funds Management application
- Added new capabilities around claims validations and workflows, promotions, and reporting

Applications

- Channel Data Management
- Incentives and Rebates
- Rewards and Funds Management

The outcome

The company has a single modern environment for their EMEA programs and data, and the end users seem to be very happy with the results, advocating to extend it to other regions and programs.

Functionality that was previously unavailable is now at their fingertips, and is allowing them to pay end customers and partners faster, reduce potential for fraudulent claims, and increase the utilization and effectiveness of funds invested in partners.

The new application delivers a better user experience and faster performance. One user stated: "It is very user-friendly. I love it! And the speed compared to the old one is welcome!"

There is also more flexibility for the end-users to do things for themselves. Creating an end user promotion used to take two weeks. Now they can configure it themselves in two days.

Applications
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- Incentives and Rebates
- Rewards and Funds Management

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**

ALL INCENTIVES
In One Place

DETECT
Fraudulent Claims

BETTER, FASTER
User Experience

FASTER
Partner Payments

INCREASE FUNDS
Utilization & Effectiveness

CONFIGURE
Program in 2 Days
NOT WEEKS

e2open®