E2open Channel Data Management

Fuel Performance and Streamline Operations with Decision-Grade Data and Automation

For companies with multi-tier distribution channels, it is difficult to obtain current and accurate demand data. Combined with the multitude of activities required to run sales channels, effectively and efficiently orchestrating the demand ecosystem becomes a mammoth task when done manually. E2open Channel Data Management (CDM) helps companies execute automated, simplified channel operations processes based on timely, accurate, standardized, validated and enriched channel data. Insights into partner activity and performance and smooth, effective channel processes enable companies to increase sales, confidently recognize revenue, avoid partner conflicts, and eliminate unnecessary costs and risks.

For many companies, the distribution channel is a key revenue generator and an important route to market. Effectively managing the channel involves many different tasks, such as tracking and reporting product sales by partners, ensuring adequate inventory levels, preventing channel stuffing, detecting account or territory violations, and gray market activity. All of these tasks require complex analysis of large amounts of data that must be clean, reliable, and timely. However, multiple tiers of distribution, varying levels of technical expertise and commitment, and limited trust between parties are common barriers to obtaining channel information. In addition, performing channel management tasks manually often leads to errors, inaccurate regulatory reports, delays, dissatisfied partners, channel conflicts, unnecessary costs, and overpayments.

Part of the Channel suite, e2open Channel Data Management provides a centralized location in the cloud to connect all distribution, reseller and retailer partners. The application collects various information such as sales, inventory, claims and forecast data and transforms it into valuable decision-grade data that can be used by sales and marketing teams, financial systems and supply chain applications. In addition, the application supports a wide range of scenarios - including inventory aging, transit time correction, route-to-market identification, deal registration, inventory reconciliation and pipeline closure - with minimal manual effort. This enables brand owners to better recognize channel revenue, reduce overpayments, protect their brand, and improve the productivity and effectiveness of their channel operations teams.

Key Features

- Captures any type of transactional data across the channel ecosystem, in any format, language or delivery mechanism
- Enables vendors and partners to monitor data transformation status and proactively resolve exceptions
- Accurately identifies companies, locations, and products and enriches data using AI and proprietary repositories
- Validates, alerts in real time, and quarantines partner-reported transactions that do not meet criteria such as feasible serial numbers, deal registration conditions, and inventory reconciliation
- Enables flexible, configurable integration with business applications and processes

Key Benefits

- Reduces the cost of data collection and use through easy connectivity to the large number of partners and increased channel operations productivity
- Improves working capital through better inventory and logistics planning based on high-quality, up-to-date, and detailed channel data
- Prevents revenue leakage, channel conflict, and brand equity damage by capturing grey market activity
- Reduces financial compliance risk by ensuring accurate revenue recognition based on thorough inventory reconciliation
- Improves commission payment accuracy and reduces disputes by ensuring sales transactions are assigned to the correct opportunity and sales representative

Data-Driven Streamlined Channel Operations

The quality of a channel program starts with the quality of the underlying data. E2open Channel Data Management is designed from the ground up to capture, cleanse, harmonize and enrich data from all channel partners, including distributors, resellers and retailers. With automated real-time validations, flexible workflows and easy-to-use dashboards, companies can reduce manual steps and streamline key aspects of channel management.

Flexibility to get any partner, any data, at any time

Reporting sales and inventory activity to vendors is typically viewed as a chore by partners, especially if they have limited IT resources. To break down barriers and drive adoption, Channel Data Management allows partners to come as they are. They can choose their preferred language, onboarding option and communication method, whether it's secure file exchange, email, portal or mobile app. With the largest network in the industry, e2open likely already receives data from many, if not most, of a brand owner's channel partners, reducing the onboarding burden. In addition, as channel processes mature, new types of information, such as forecasts, in-stock percentage and sales contribution data become necessary. The application's framework seamlessly expands to support additional data types, providing a single platform that meets both current and future needs.

Intelligence for accurate, complete and timely data.

Data is delivered in a ready-to-use state. Gold-standard directories containing millions of partner identities and locations work hand-in-hand with machine learning algorithms to identify and enrich data about partners, customers, products, and locations. Proven artificial intelligence automatically corrects inconsistencies, flags and blocks discrepancies, validates serial numbers and deal registration terms, ensuring decision makers always have the most accurate and complete data possible to act in real time.

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Tools for monitoring processes and auditing data

Channel partners and business analysts can track the status of data submission, processing and exception resolution online. The application provides a complete set of tools to monitor, measure, manage and optimize the entire process of channel data management. An intuitive, easy-to-use interface helps users understand issues with data — whether it's incomplete, incorrect or late — and track any manual actions taken to improve it. The resulting comprehensive audit trail of changes enables partners and analysts to take appropriate action early, gain confidence in the data they receive, and improve its timeliness.

Performance and operational analytics

Actionable dashboards inform brand and partner users about data readiness and highlight areas for action to improve. Corrective actions are just a click away. Users can easily navigate from operational performance indicators in the dashboards to reported transactions and forms, where they can edit and enter data to address issues. Another dedicated dashboard helps users identify the reasons for differences between calculated and reported inventory levels. Roll-back and roll-forward analytics highlight how and when the two inventory figures diverge, and artificial intelligence (AI) suggests possible causes, such as partner reporting errors, missing shipping information, or incorrect modeling of in-transit times. Business performance analytics and reporting help brand and partner users track, understand, and improve sales and inventory performance.

Integration with enterprise systems

The application can automatically load partner-reported sales and inventory data into leading enterprise systems and analytics applications. Integration with popular customer relationship management (CRM) systems also automatically adds to CRM master repositories any new, lower-tier partners or end customers in the reported data and automatically adds this information to CRM master repositories. Integration with enterprise application systems significantly reduces manual data entry time, simplifies data maintenance, and reduces duplication, inconsistency, and operational costs.

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Channel performance reaches new levels with streamlined, automated channel operations and accurate, up-to-date decision-grade data from every tier of distribution.

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.

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