

Channel Application Suite

Take channel performance to the next level

Unlock the potential of all your channels with a complete 360-degree view of retail, distribution, and online activity at your fingertips — right down to the consumer. Imagine having the latest decision-grade data for every partner on a single platform to manage incentive programs and retail execution, assess and optimize partner performance, and measure the total return on channel investments. It's time to step up performance and see a dramatic increase in the financial and competitive advantage you receive from your channels.

Running All Channels on a Single Platform

Channels get harder to manage every year. Networks continue to grow, adding distributors, resellers, and storefronts. Online and omnichannel strategies alter traditional buying patterns, and new products and promotions affect them as well. Efforts to ensure on-shelf availability across channels and accurately measure investment returns are often obscured by a patchwork

of department-specific programs. E2open's Channel application suite brings together everything required to choose the right partners, develop the market, incentivize sales, and maximize profitability — all on one platform.

Years of Experience and Proven Capabilities

E2open established the channel data management category in 2004, pioneered demand signal management, and built the largest trading partner network of distributors, resellers, and retailers spanning more than 190 countries. The Channel suite offers the strength of e2open's network combined with the breadth of tools you need to plan, collaborate, enable, fund, monitor, and support execution and incentivize, measure, and reward performance across all your routes to market.

Getting Ahead of the Pack — and Staying There

Channel performance optimization is a defining characteristic that separates a high-performing company from its peers. Whether you are beginning your channel journey or seeking economies of scale through the consolidation of dozens of disparate programs, e2open provides the unique opportunity to gain a holistic view of activity across all channels. An extensive range of partner incentive capabilities on a unified data platform helps you act on this holistic view to drive performance even more. Moreover, e2open's platform links channel performance to supply chain processes for the end-to-end optimization of demand, supply, and financial goals to take you to the next level of channel performance and keep you there.

“Cleansed POS data gives us the opportunity to examine what it is that drives Tier-2 partners’ buying behavior, and it helps us make decisions.”

Senior Vice President Supply Chain

Global Electronics Manufacturer

Applications

Collaborative Channel Planning

Create joint marketing business plans with structured workflows for timelines, program details, and projected outcomes while tracking ongoing performance.

Channel Marketing Automation

Empower partners to improve their marketing skills. Customizable content, effective campaigns, and proven tools and services help generate demand and grow sales.

Rewards and Funds Management

Develop, budget, and manage complex partner funding and rewards programs on a global scale efficiently and effectively with predictable results.

Payment Services

Simplify the payment of marketing incentive funds to channel partners through a fully-managed financial service that streamlines disbursements.

Incentives and Rebates

Manage all partner incentive plans, from simple rebates to complex multi-tier programs to sales credits, with advanced algorithms for performance-based payments.

Channel Data Management

Get decision-grade data from all tiers of distribution. Gain the visibility to simplify inventory reconciliation, manage deal registrations, and drive partner performance.

Demand Signal Management

Automate the collection, cleansing, and harmonization of retail data and manage in-store execution and on-shelf availability to delight customers and grow sales.

Channel Forecast Collaboration

Increase confidence in future demand and gain visibility into what partners expect to order through collaborative planning.

Sales Order Collaboration

Automate order-to-cash and streamline labor-intensive workflows to increase productivity and drive new efficiencies. Free up time from tedious manual reconciliations.

Channel Inventory Collaboration

Gain inventory visibility across all tiers of channel partners and know exactly what stock is in the channel and where to improve fulfillment and replenishment.

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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