e2open®

Incentives and Rebates

Drive Commitment, Motivation, and Loyalty in the Partner Ecosystem

Partner incentives come with the inherent risks of supporting programs that do not work, overspending and overpaying, or focusing on the wrong partner. With e2open Incentives and Rebates, companies can efficiently create and run successful programs of any complexity at scale to mitigate these risks. Effective goals, accurate and timely payments, and meaningful incentives analytics give brands the confidence that their programs stimulate performance and strengthen overall partner relationships.

Running incentive programs is often marred by excessive manual effort, complicated rules, inaccurate earnings statements, wrong or late payments, disputes, challenging audits, employee frustration, and lack of partner commitment. As a result, a significant percentage of the overall incentives program expenditure goes on increased processing costs, overpayments to partners, and overspending on ineffective rewards that do not resonate with the partners and fail to motivate them.

E2open Incentives and Rebates streamlines and automates the management process for a broad range of performance-based incentives. It provides accurate, auditable outcomes aligned with corporate strategy. Companies are using the application to run more impactful programs, spend less and generally enjoy a stronger commitment from their partner community and employees.

Key Features

- Single platform to create, run and maintain a broad range of partner incentive programs, both claim-based and claim-free
- Flexibility to support and adapt on the fly, in real-time, highly complex program rules across all incentive types
- Scalability to accommodate trillions of calculations across large numbers of partners and programs
- Comprehensive support for partner dispute resolution across all rebate programs
- Intuitive interface designed for business users with no technical knowledge
- Actionable analytics for brand and partner users to assess the impact of ongoing incentives and adopt corrective measures to increase performance

Key Benefits

- Increased impact from incentives due to partner visibility into opportunities to earn more
- Reduced overspending by course-correcting or weeding out ineffective programs
- No overpayments through eliminating miscalculations, identifying erroneous claims and accurately determining incentive recipients
- Lower operational costs through the automation of calculations, eligibility checks and validations
- Shorter payment cycles and a more straightforward auditing process due to the elimination of manual calculations
- Greater partner satisfaction resulting from faster payments and improved visibility into earned incentives

Comprehensive Support for Diverse Incentives

Rebate and incentive programs for channel partners are often considered a necessary cost of doing business. With e2open, companies can minimize the cost of running these programs and convert them from an overhead expense to a motivator driving the preferred partner behaviors.

Any Scenario, Regardless of Complexity

Modern incentive programs often include more than one type of goal, resulting in complex scenarios. Some incentives reward the sales revenue directly generated by partners. Other incentives target sales and revenue influencing factors, such as the number and type of certifications, number of renewals, etc. Support for all known types of rebates enables companies to run the incentives they want, uninhibited by application logic limitations. And when program rules are particularly complex, users can create and group multiple simple programs of various types until the resulting combination matches the desired business scenario.

Automated Validations and Calculations

Data from channel partners is systematically validated to determine eligibility for each active program. The system calculates the amount due for each eligible transaction and then routes them through payment approvals. The process replaces slow, error-prone manual validations and calculations with automation for increased speed, accuracy and productivity.

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Rapid Modeling for Fast Responses to the Market

Traditionally, rebate programs are infrastructure programs that rarely change. E2open's dedicated design and configuration environment allows marketers to design ad-hoc, short-term rebate programs by guiding them through questions for rapid program creation. Companies can quickly take advantage of opportunistic conditions or react immediately to unfavorable circumstances to maximize the desired outcomes from rebates. Changes to program rules update results in real-time.
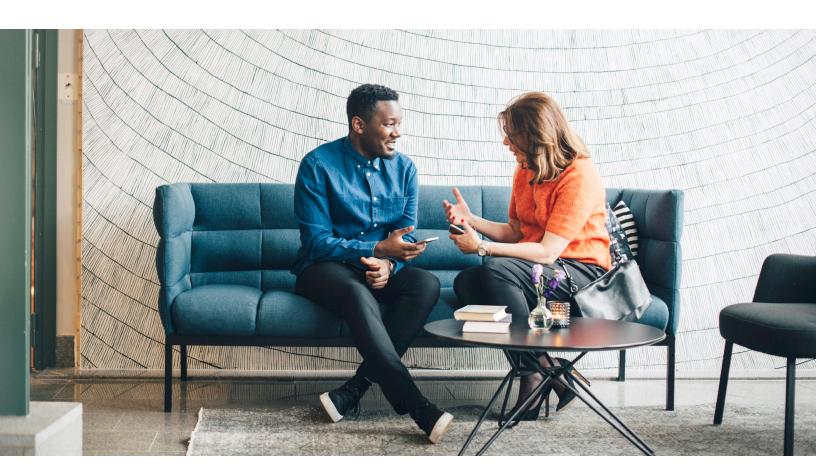
Engaging User Interface and Analytics

Users manage programs, claims, adjustments and payment approvals through harmonized, simple, guided screens. Complete dispute resolution workflows facilitate collaborative issue resolution. Partner account managers can use rebate capabilities directly from their familiar customer relationship management (CRM) application. Channel partners do not need technical knowledge to access the programs and navigate the application. Actionable dashboards provide excellent visibility into each partner's earning potential.

Scalable, Future-Proof Investment

Built on big data technology, e2open Incentives and Rebates supports thousands of partners, millions of transactions and trillions of calculations daily. It can scale both up and down. The investment will continue to support a company's evolving needs, whether circumstances dictate a channel consolidation or expansion.

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E2open reduces overpayment risks for even the most complex scenarios and helps secure partner loyalty with the right payments to the right parties at the right time — every time. Data-driven program selection and in-flight corrections turn incentive programs into a powerful competitive advantage.

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.™

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