e2open®

DATA SHEET

Channel Operations Management

Better Margins, Stronger Partnerships, Streamlined Operations

Running smooth, effective channel operations enables companies to confidently recognize revenue, prevent conflict between partners and avoid unnecessary costs. However, channel processes are challenging since they involve interactive tasks and rapid, complex analysis of large data volumes. E2open®'s Channel Operations Management application eliminates friction in typical channel operations and automates and simplifies processes to help operations teams perform these tasks more efficiently.

For many businesses, the channel is a major revenue contributor and an important route to market. Effectively managing the channel involves many different tasks. These include tracking and reporting product sales by partners, ensuring adequate inventory levels, preventing channel stuffing, detecting account or territory infringements and grey market activities. All of these tasks require complex analysis of large quantities of data. Performing them manually often results in errors, inaccurate regulatory reporting, delays, dissatisfied partners, channel conflict, unnecessary costs and overpayments.

Part of e2open's Channel Shaping suite of intelligent applications, e2open Channel Operations Management helps brand owners run faster, leaner, error-free channel processes. The application supports a broad range of scenarios — including inventory aging, transit time correction, route-to-market identification, deal registration, inventory reconciliation and pipeline closure — with minimal manual effort. As a result, brand owners can better recognize channel revenue, reduce overpayments, protect their brand and improve the productivity and effectiveness of their channel operations teams.

Key Features

- Tracks and validates single, dual and bundled serial numbers at the product and partner level
- Provides real-time warnings and quarantines transactions that lead to incorrect inventory data
- Helps identify the sources of inventory reconciliation issues with a dashboard driven by artificial intelligence
- Validates that partners meet deal registration criteria for all relevant transactions
- Tracks pipeline closure by automatically matching reported sales to registered deals and providing workflows to resolve unmatched transactions
- Integrates with CRM solutions for better customer and partner account visibility

Key Benefits

- Prevents revenue leakage, channel conflicts and damaged brand equity by capturing grey market activity
- Improves working capital through better inventory and logistics planning
- Ensures correct revenue recognition by excluding transactions where the reported and calculated inventory do not balance
- Improves operations teams' productivity by matching sales opportunities with sales transactions automatically
- Improves the accuracy of commissions payments and reduces disputes by ensuring that sales transactions are assigned to the correct opportunity and sales rep

Streamlined Channel Operations

Using automated, real-time validations, flexible workflows and user-friendly dashboards, companies reduce manual steps and streamline the major aspects of managing channel operations.

Validation of Serialized Items

A specialized algorithm automatically validates serial numbers and blocks sales transactions involving numbers that are invalid, have already been reported as sold or have been returned by a partner. Brand owners easily identify which partner has each serialized item and the path the item took to get there. Understanding serialized items' path to market helps brand owners improve their targeting of specific customers and demographics and improves recall and warranty processes.

Prevention of Inaccurate Reporting

Any discrepancy between the quantity of product a partner reports as sold and the quantity available to sell are automatically flagged in real time. Each reported sale receives a risk score and, when the score exceeds a configurable threshold, the system issues warnings or automatically quarantines the transaction. This helps ensure accountability and accurate reporting from partners and keeps overstated sales out of financial reports and incentive payments.

Correction of Inventory Discrepancies

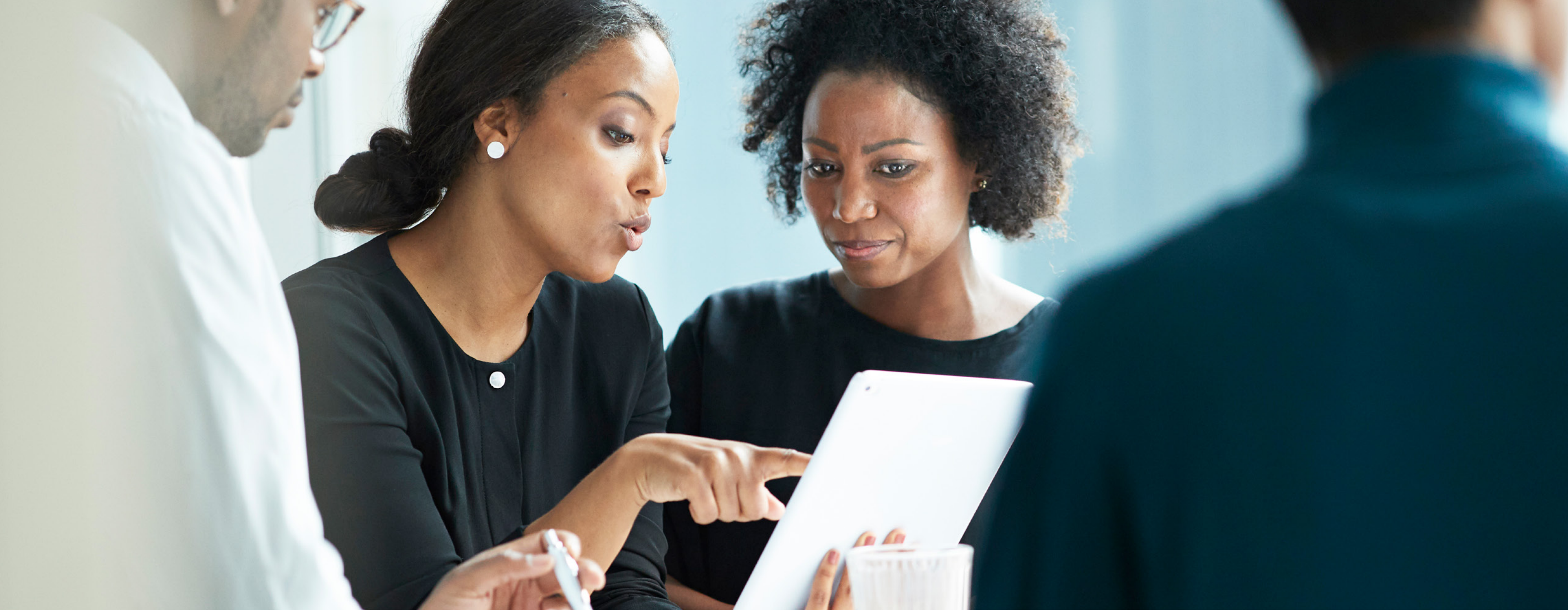
A self-service dashboard helps users identify the reasons for any differences in calculated versus reported inventory levels. Roll-back and roll-forward analyses highlight how and when the two inventory figures started to diverge and artificial intelligence (AI) suggests possible causes, such as partner reporting errors, missing shipment information or incorrect modeling of in-transit times. Acknowledging and eliminating these errors improves planning accuracy and ultimately reduces costs. By proactively taking corrective action, companies can also prevent disputes and grey market damage.

Automatic Deal Registration

Partners submit deal registration requests to protect sales opportunities or obtain preferential pricing. Approved requests receive a deal identification (ID) number. E2open Channel Operations Management automatically verifies that transactions with a deal ID number meet the criteria agreed by the brand owner. If pipeline tracking is enabled, the application also matches the transaction to the corresponding pipeline opportunity. Automating all these activities safeguards brand owner margins by reducing processing costs and preventing channel conflict, disputes and incorrect sales commissions and incentive calculations.

Integration With CRM Systems

The application can automatically load partner-reported sales and inventory data into prominent customer relationship management (CRM) systems. It also identifies new, lower-tier partner or end customer identities in the reported data and automatically adds this information onto the CRM master repositories. Integration with CRM systems greatly reduces time spent on manual data entry, simplifies data maintenance and reduces duplication, inconsistency and operations costs.



End-to-End Supply Chain Management Platform

Once an organization implements any e2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain. The e2open platform creates a digital representation of the internal — and optionally external — network, connects internal ERP and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine-learning enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

Now it is easier for companies to streamline channel operations, reduce financial and brand exposure and prevent channel conflict through automation, analytics and CRM integration.

About e2open

At e2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything. Visit www.e2open.com.

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