



E2OPEN®

Channel Shaping Intelligent 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 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 get even more financial and competitive advantage from your channels.

All Your Channels on a Single Platform

Channels get harder to manage every year. Networks continue to grow, adding distributors, resellers and storefronts. Online and omni-channel strategies alter traditional buying patterns, as do new products and promotions. Efforts to ensure on-shelf availability across channels and measure investment returns are often obscured by a patchwork of department-specific programs. E2open's Channel Shaping intelligent application suite brings together everything required to choose the right partners, develop the market, incentivize sales and maximize profitability — all on a single platform.

Unparalleled Channel Experience

E2open established the Channel Data Management category in 2004, pioneered Demand Signal Management and built the largest trading partner network with more than 2 million distributors, resellers and retailers in more than 190 countries. E2open offers a complete range of partner incentive and assessment capabilities on a unified data platform, creating the unique opportunity to gain a holistic view of all channel activities. Moreover, E2open's platform links channel performance to supply chain processes for the end-to-end optimization of demand, supply and financial goals.

Get Ahead of the Pack — and Stay 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 can take you to the next level of channel performance and provide the depth and breadth to keep you ahead of the pack.

“*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

Partner Assessment and Enablement

Align channel composition with business objectives. Find the right partners for new markets, assess existing players and determine investments to optimize performance.

Partner Marketing Incentives

Develop markets with confidence, knowing that funds are well spent. Advanced algorithms validate program data and create fact-based return-on-investment (ROI) measures.

Collaborative Business Planning

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

Channel Data Management

Capture, normalize and enrich demand and sales data from all tiers of distribution. Make fact-based decisions on channel inventory, partner performance and replenishment.

Demand Signal Management

Automate the daily collection, cleansing and harmonization of inventory data and other retailer demand signals in a single repository to power planning and execution.

Channel Operations Management

Manage complex multi-tier operation workflows, such as deal registration and inventory reconciliation, with unprecedented visibility, control and performance.

Retail Shelf Management

Improve in-store execution and on-shelf availability for all items, including new product introductions and promotional events, to delight customers and grow sales.

Sales Performance Incentives

Efficiently manage the full lifecycle of all your sales performance plans from a single place, including loyalty and rewards programs, SPIFs and sales credit assignments.

Partner Performance Incentives

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

Payment Services

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

About E2open

At E2open, we're creating a more connected, intelligent supply chain. One that starts with the ability to sense and respond to real-time demand and supply constraints. One that brings together data from customers, channels, suppliers, contract manufacturers and partners. One that enables companies to use data in real time, with cognitive artificial intelligence and machine learning to drive smarter decisions. One that delivers all this complex information through a single pane of glass that provides a clear view across the supply and demand ecosystem. E2open is changing everything. Demand. Supply. Delivered.

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