E2open Partner Performance Incentives

High-Impact Rebates, Accurate Payments, Committed Partners

Channel rebate programs come with the inherent risks of spending on the wrong program and paying the wrong amount or the wrong partner. **E2open's Partner Performance Incentives application** empowers companies to efficiently create and run successful rebate programs at scale — regardless of their complexity. Effective goals, accurate calculations and timely payments give program designers and administrators the confidence that their programs stimulate performance and strengthen partner relationships.

The world of performance rebates is riddled with complexity. Often automation is lacking, resulting in extensive manual effort that can create errors and confusion. Complicated rules that are difficult to understand and execute, inaccurate statements, wrong or late payments, disputes, challenging audits, employee frustration and partner dissatisfaction are common occurrences. Problems like these can cost a business a significant percentage of the overall incentives spend.

One of E2open's Channel Shaping intelligent applications, E2open Partner Performance Incentives automates the rebate management process and provides accurate, auditable outcomes aligned with corporate strategy. Marketing development funds (MDF), rewards and channel sales compensation can also be managed from the same platform, making it an attractive one-stop solution for all things incentives. Companies have been using E2open Partner Performance Incentives to run more impactful programs, spend less and generally enjoy a better reputation with their partner community and employees.

Comprehensive Support for the Entire Rebate Lifecycle

Rebate programs for channel partners are considered a necessary cost of doing business. With E2open, companies can minimize the cost of running rebate programs and convert them from an overhead expense to a motivator for driving the preferred partner behaviors.

KEY FEATURES

- Single platform to create, run and maintain all partner incentive programs, including rebates, MDF, rewards and commissions
- Support for complex validation, eligibility, overlap, calculation and payment rules across all rebate types
- Scalability to accommodate trillions of calculations across large numbers of partners and programs
- Flexibility for running both claims-based and claim-free programs
- Intuitive interface designed for business users with no technical knowledge
- Rich analytics for assessing the impact of ongoing rebates and refining programs

KEY BENEFITS

- Increased impact from rebates due to course-correcting or weeding out ineffective programs
- No overpayments as a result of eliminating erroneous claims and incorrect rebate calculations and accurately identifying whom should be paid
- Lower operational costs through the automation of calculations, eligibility checks and validations
- Shorter payment cycles and a simpler auditing process due to the elimination of manual calculations
- Greater partner satisfaction resulting from faster payments and improved visibility into attained rebates

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 eligible transactions and then routes each one through payment approvals. The process replaces slow, error-prone manual validations and calculations with automation for increased speed, accuracy and productivity.

Any Scenario, Regardless of Complexity

When program rules and calculations are particularly complex, users can create and group multiple simpler programs of various types so the rules of the resulting combined program match the desired business scenario exactly. Support for all known types of rebate programs enables companies to run the incentives they want, uninhibited by application logic limitations.

Extensibility beyond Rebates for Goal Alignment

The same platform used for managing rebates can be extended to create marketing incentives and sales performance incentives, allowing companies to coordinate the timing, goals, objectives and implementation of various programs. This increases lift and eliminates the risk of programs cannibalizing each other.

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.

User-Friendly Interface to Increase Engagement

Workflows for programs, claims, adjustments and payment approval are accessed through a harmonized, easy-to-use interface. Partner account managers can use rebate capabilities directly from their familiar customer relationship management (CRM) application. Channel partners do not need any technical knowledge to access the programs, which are presented in a way that is easy to understand. The rebates provide excellent visibility into each partner's earning potential.

Scalable, Future-Proof Investment

Built on big data technology, E2open Partner Performance Incentives supports thousands of partners, millions of transactions and trillions of calculations on a daily basis, scaling both up and down. Whether circumstances dictate a channel consolidation or expansion, the investment will continue to support a company's evolving needs.

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.

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 rebate programs into a powerful competitive advantage.