

E2open Partner Marketing Incentives

Predictable Returns, Engaged Partners, Efficient Operations

Companies can spend as much as 5% of their channel revenue to fund marketing initiatives for or with their partners while having little assurance that the promised returns will materialize. **E2open's Partner Marketing Incentives application** helps companies develop, budget and manage complex marketing development funds (MDF) programs on a global scale efficiently, effectively and with predictable results.

Successful marketing incentives funding influences partners' behavior and increases their loyalty and level of commitment, enabling the sponsoring companies to grow their revenue and expand their market presence. However, when the process of requesting and receiving funds is neither measured nor planned and requires a large amount of effort, many partners choose not to engage. Often funds expire unused, or they are requested at the last minute with little thought as to what they will be spent on. As a result, companies have difficulty determining what the most effective activities and programs are and assessing the returns on the investments made.

Part of E2open's Channel Shaping intelligent application suite, E2open Partner Marketing Incentives enables marketers to run complex discretionary MDF programs effectively and efficiently. The application consumes data and information pertaining to channel sales, rebates and sales performance incentives to recommend specific marketing activity investments and predict the returns. Administration, audit and payment services enable the prompt validation and payment of partner marketing incentive claims.

KEY FEATURES

-  Single platform for managing multiple programs with the ability to use both accrual and discretionary funding models
-  Support for regional programs in local languages and currencies applying the appropriate taxation rules
-  Ability to select and plan the optimal marketing activity mix by applying predictive return on investment (ROI) algorithms
-  Personalized partner communication in line with the company's brand guidelines
-  Secure, role-based access to all features, functions and reporting capabilities for increased efficiency
-  Integration with applications that facilitate market development activity planning and execution

KEY BENEFITS

-  Helps optimize marketing investments by identifying which programs work and which partners make a difference
-  Aligns programs with corporate goals through planning and end-to-end visibility into activities and their results
-  Improves budgeting by reducing opportunity costs, funds expirations and ineffective last-minute investments
-  Increases partner engagement, satisfaction and brand loyalty
-  Raises barriers to competitor influences by supporting a large volume and range of activities
-  Minimizes banking fees and financial compliance risks

Marketing Investments That Drive Results

Companies can increase the impact of their channel marketing spend by deploying well-planned, efficiently administered and accurately measured incentive programs that are adaptable for both local and global needs. E2open Partner Marketing Incentives helps make such programs a reality while enabling companies to quickly respond to threats and opportunities.

Predictability

Actual sales and demand data is uniquely combined with activity outcome information collected from each partner. Predictive algorithms are then applied to evaluate the ROI of the funded programs. Marketers can use feedback on what works to develop programs that produce the desired results on a consistent basis.

Alignment

A single platform for MDF, rebates, rewards and sales commissions enables marketers to coordinate the timing, goals and implementation of various programs. This ensures that all incentive programs are harmonized and aligned with corporate objectives.

Responsiveness

For maximum effectiveness over time, MDF programs should adapt to business conditions without constraints or delays. E2open facilitates this by providing fast and flexible configuration capabilities at the country, fund and partner level. These extend across multiple program and activity types, workflow options, business process variations, and funding models.

Effectiveness

Simple claim submission forms and workflows with clear instructions on how to report ROI make it easy for partners to engage. Automated reminder services for claim due dates, proof-of-performance deadlines and fund expiry risks help reinforce partners' processing efficiency. To complement this, the application also provides global

multilingual operational support for claim auditing according to the company's rules.

Relevance

Application access is based on user role, and automated notifications and communication use personalized forms and content for increased relevance to the recipients. Support is provided in local languages, currencies and time zones. All these features enhance the company's appeal to channel partners while ensuring that interactions between the company and its partners are timely and on target.

Low-Cost Administration

Marketers can create, manage and evaluate all MDF programs regardless of country, language, currency or partner using a single, efficient platform. E2open Partner Marketing Incentives also integrates with applications that enable the planning and execution of market development activities. Furthermore, the audit and payment services integrate with any accounting or finance system, resulting in end-to-end fund management. All this can help reduce administration 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 enterprise resource planning (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.

Optimized channel marketing performance, lower administration costs and reduced financial risk are the natural outcomes of managing a broad array of MDF programs across all partners and regions on a single platform. Programs are based on timely, accurate data for superior results.

E2open and the E2open logo are registered trademarks of E2open, LLC. SAP is the registered trademark of SAP SE in Germany and in several other countries. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

DSCSPMI1901



9600 Great Hills Trail, Suite 300E, Austin, TX 78759 | Tel. 1.512.425.3500

E2OPEN.com

© 2019 E2open, LLC. All rights reserved.