



GTMS

GO-TO-MARKET SUITE®

accept nothing less

Trade & Channel Programs

- Billbacks
- Co-op & MDF
- Sales Rebates
- Channel Tracking



V
Vistex

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Recognize the true value of your trade programs by optimizing and measuring performance

With up to 20 percent of revenue typically tied to channel partner programs, manufacturers stand to lose big if processing errors, incorrect payment or improper claims are not kept under control. Drive profitability in your organization with the Go-to-Market Suite® (GTMS) Trade Programs module by Vistex. GTMS Trade Programs provides sophisticated tools for modeling, administering and analyzing trade programs – tools that enable you to recognize their true value and make informed decisions about how to maximize their performance. Accept nothing less.



BILLBACKS

Whether you refer to them as billbacks, chargebacks, rebates, ship-and-debits, SPAs or some other term, chances are your company is losing money due to inefficient processing of partner claims. Manufacturers lose millions of dollars annually due to inaccurate claim validations. Vistex streamlines claims management – from receipt and validation through to payment – offering you unprecedented accuracy and control.

The Billbacks component of the Trade Programs module allows manufacturers to minimize losses due to inaccurate processes, lax claim validations, calculation errors and other administration problems. For manufacturers, this means knowing the true selling price and the ability to make informed financial decisions.

The billbacks component offers an efficient, highly automated approach to managing the entire billbacks lifecycle, enabling manufacturers to manage the entire process from agreement creation to accrual, claim submission/receipt through adjudication settlement and, as warranted, resubmission and adjustment.



 **GTMS** | Trade &
Channel

BILLBACKS
Features
and Benefits

Gain visibility into your most profitable products, distributors, customers and geographies

Validate billbacks with a complete audit trail

Calculate and accrue billbacks for financial reporting and profitability analysis

Record accruals and billbacks in full compliance with financial regulations

Reduce claim processing costs, errors, disputes and delays

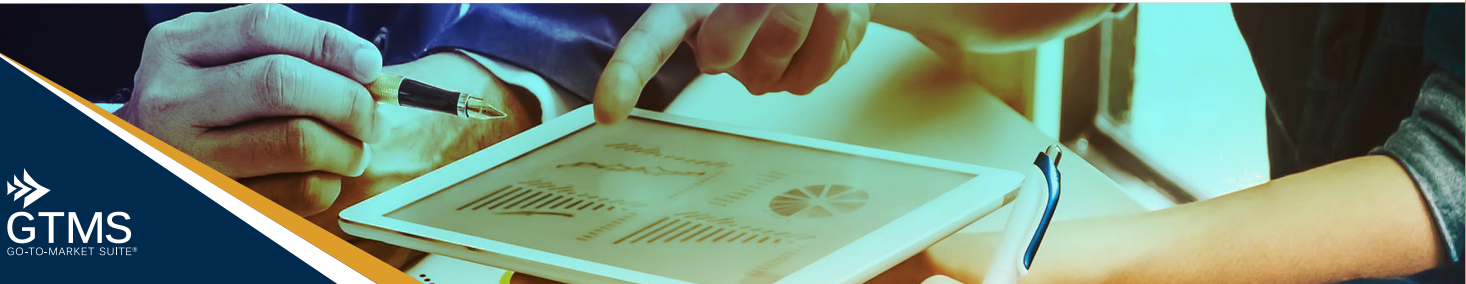


CO-OP & MDF

Co-op and MDF programs can help manufacturers boost partner engagement, but they are complicated and difficult to manage, especially with spreadsheets. Co-op and MDF programs require an enterprise-wide structure for end-to-end visibility and program management. Vistex provides the visibility businesses need to manage planning and funds allocation, track spend, claims and collections, and monitor approvals and performance.

The Co-op & MDF component of the Trade Programs module delivers an efficient, highly automated approach to managing every aspect Co-op & MDF programs. The Co-op & MDF functionality offered allows manufacturers to effectively manage funds and balances, streamline and automate approvals, claims, requests and payments, while offering visibility into program financial data and metrics. Powerful analytics provide comprehensive insights into spend and program effectiveness, the status of electronic submitted claims, forms, documents and receipts – all geared toward speeding up payment accuracy and boosting partner satisfaction.

The Co-op & MDF component provides a 360-degree view of the entire fund cycle with comprehensive, integrated tools to help businesses cut costs, view critical analytics and performance data, increase transparency into effective utilization, minimize the back-and-forth of claim validations, and stimulate greater loyalty from valued channel partners.





CO-OP & MDF Features and Benefits

Effectively manage funds and balances

Streamline and automate approvals, claims, requests and payments

Gain complete visibility into program financial data and metrics

Optimize MDF and Co-Op spend utilization and performance

Reduce processing costs, errors, disputes and delays



SALES REBATES

Without an enterprise solution in place, or by using manual processes, sales (customer) rebate calculation errors diminish profitability. With the Trade Programs module businesses are able to accurately forecast, plan and track all rebate programs, and incentivize customer performance by tying rebates to measurable objectives.

The Sales Rebates component of the Trade Programs module enables businesses to model, administer, report, and analyze highly complex rebate plans, including volume, growth, market share, and other multi-dimensional scenarios.

Manufacturers can track the status of rebate programs, perform accurate accruing for rebate liabilities, settle rebates on schedule, and report all rebate activity with financial and profitability analysis statements.



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**SALES
REBATES**
Features
and Benefits

Improve value by incenting customer performance with rebates tied to measurable objectives

Forecast, plan and track flat, tiered, volume, growth, and other rebates

Calculate payments for individual customers and partners or in aggregate based on members in a buying group

Perform midstream evaluation to optimize program performance and retroactively recalculate amounts due

Communicate current payout and next tier qualification thresholds to spur additional revenue opportunities with partners



CHANNEL TRACKING

Manufacturers need effective tools to manage inventory, associated claims, and rebates to and from channel partners. Vistex provides tools that enable visibility into channel inventory by recording sales in to the channel and capturing critical POS data from partners.

The Channel Tracking component of the Trade Programs module allows businesses to maintain inventory and track ownership, accrue, and accurately recognize revenue. With Channel Tracking, you will know inventory on-hand, be able to anticipate potential stock-outs and validate partner claims, eliminating reporting inaccuracy and unnecessary businesses exposure. And with integrated serial number tracking, validations can even be done at the serial number level.

Channel Tracking manages multiple locations, with detailed tracking that not only improves supply chain management and provides end-to-end insight from manufacturer to channel partner to end customer, but also all activities in the channel sales process. And key reporting tools improve profitability by estimating the impact of price drops based on inventory levels as well as providing in-depth, real-time views into key partners.





CHANNEL TRACKING

Features and Benefits

Use inventory pools to validate claim pricing and quantities for accuracy

Process partner data automatically, including POS, inventory and claims

Compile inventory reports on moving inventory and current inventory status

Use inventory levels to estimate price protection liabilities and mitigate overpayments of claims



About Go-to-Market Suite®

Vistex Go-to-Market Suite® (GTMS) is an enterprise-class modular-based application that helps drive revenue, control spend, and influence behavior. GTMS is specifically designed to offer unprecedented visibility into program performance, providing unparalleled insight into the management of entire programs, and provides end-to-end insights into overall program effectiveness while driving topline revenue and improving bottom line profit.

About Vistex®

Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue and reduce costs with their business partners by managing

trade, channel and vendor programs, pricing, performance incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services.

powering your programs



Master
Data



Price
Management



Rights &
Royalties



Trade &
Channel



Vendor
Funding



Performance
Incentives

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