

# Co-op & MDF Management

Structure for today's complex partner programs

SOLUTIONS FOR SAP



## Create a competitive advantage with effective Co-op & MDF Management

Marketing experts say that Co-op & MDF programs are a double-edged sword: They significantly boost partner engagement but are a headache to manage. This is true now more than ever. And in today's super-competitive market space, the difference between growth and decline can be how effectively your Co-op & MDF programs are administered.

Many companies try to run these business-critical programs using spreadsheets. However, those same

experts say that complex, multi-faceted Co-op & MDF programs are virtually impossible to manage manually. Besides being slow and error-prone, spreadsheet-based processes do not have integrated access to up-to-date, accurate financial data – and can't deliver the data necessary to assess performance, understand spend or determine partner utilization.

These limitations also pass pain points on to your partners. You get high administrative costs, huge inefficiencies, and poor visibility into processes. While partners get long payment cycles, frequent claim disputes, and added frustration.

### ■ Streamline Processes

Eliminate spreadsheets and gain control of program tasks with automation and ERP integration

### ■ Shorten Time-to-Payment

Leverage online submission, custom workflows and fast validation to accelerate settlement

### ■ Visualize Performance

See program activity, view KPIs and get the data to justify investment and determine ROI

# Benefits of effective Co-op & MDF Management



## Automated Solution Reduces Time-to-Payment

Vistex solutions replace these manual tools with a highly automated approach, and provide the tools to administer complex Co-op & MDF programs from end to end. These comprehensive capabilities include set-up/configuration, planning/budgeting, enrollment, allocation, workflows, approvals, online claim processing and validation, payments, sophisticated security, and financial controls. All in a global framework that facilitates programs with multiple languages, multiple currencies and local business rules.

Driven by an SAP-embedded, enterprise-wide structure, Vistex solutions provide a direct, real-time connection to accounts receivable, accounts payable and other financial and transactional data. The result is more effective management of funds and, most important for your reseller partners, faster payments. Seamless integration with SAP and its central repository also offers your organization “one version of the truth,” excellent data integrity and full auditability.



## Sophisticated Tools Offer Key Insight

Taking a closer look, the Vistex platform offers a number of important capabilities: automated processes, smooth validations, minimize back-and-forth, and shorten the payment cycle. Workflows save time and accelerate administrative tasks. Management tools provide detailed tracking of all projects from funding request through payout.

Dashboards and reports provide exceptional visibility into program activity, including KPIs, fund allocation/availability and partner utilization.



## SAP-Embedded Solution Delivers Efficiency

Vistex solutions embedded in SAP let you focus on achieving your business objectives instead of program management. And the benefits are significant:

- A single solution streamlines processes, enables effective fund management and optimizes spend.
- Full visibility provides financial insight, enables critical analytics, delivers key program data and offers the ability to accurately assess program performance, justify reseller-focused investment and determine ROI.
- Integrated workflows shrink processing costs, accelerate validations, approvals and payment, and reduce errors, disputes and delays.
- Configurable algorithms allocate Co-op & MDF payouts to products based on actual sales and quantities, providing key information for determining true profitability.
- Faster, more efficient processes shorten time-to-payment and, as a result, create greater satisfaction for, and loyalty from, your valued resellers.

Ultimately, with the Vistex Co-op & MDF solution you can do more than just manage your programs – you can see how it all adds up.

# Co-op & MDF Management Adds Up to Real Solutions, Real Benefits

- Consolidate program data with a single system
- Automate checkbooks and effectively manage funds and balances
- Manage processes from enrollment to payment with built-in administration tools
- Reduce costs and virtually eliminate errors, disputes and delays with integrated processes
- Gain insight into spend, performance, utilization and ROI with advanced reporting, dashboards and analytics
- Gain a detailed view of claims and underlying data
- Improve planning and accelerate development of future programs
- Resolve inquiries and speed validation with advanced drill-through capabilities
- Reduce time-to-payment with online submission and management of requests and claims
- Increase reseller satisfaction and loyalty with improved, accelerated and error-free processes

## Deployment Options | Run it your way

Whether you decide to run your systems on-premise, in the cloud or in a hybrid environment, Vistex's innovative solution extensions for SAP empower your organization with unprecedented visibility into any program and performance. Gain deeper insight and enable fact-based decisions to drive revenue, control cost, minimize leakage, and streamline processes. With a range of deployment options for all your programs, you choose the way that works best for your business needs.

### Add the right option for your business



On-Premise



In Cloud



Hybrid

# About Vistex

## Solutions for SAP

### Innovative solution extensions for SAP software

SAP resells these applications under the following names:



SAP Paybacks and Chargebacks by Vistex



SAP Paybacks and Chargebacks by Vistex for SAP S/4HANA

## About Vistex<sup>®</sup>

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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