

# TOP 5 “TO DO” LIST

## FOR CHANNEL MARKETERS



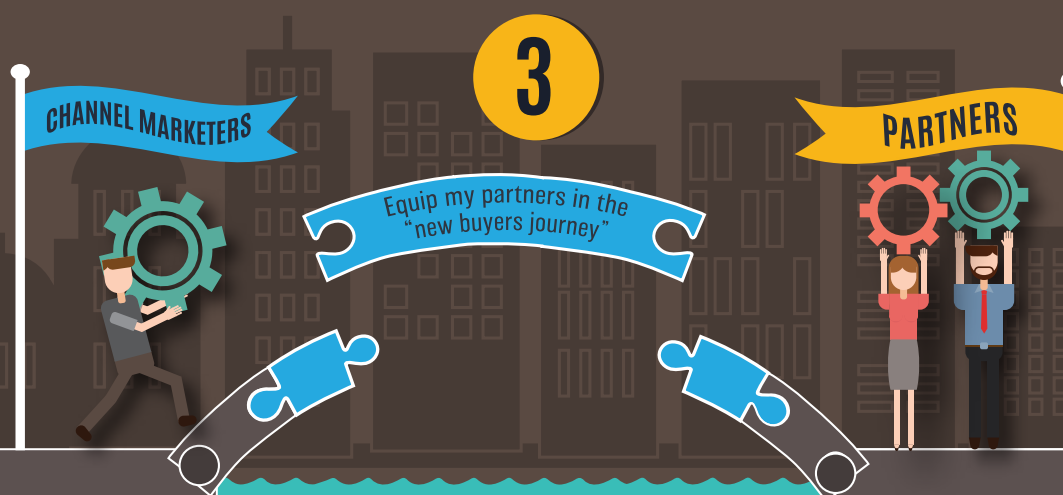
### OBSTACLES

- Too many programs, too much complexity
- Difficult for partners to claim and access funds
- Taking too long to pay partners
- Ineffective partner support and issue resolution
- Overwhelming or insufficient communications



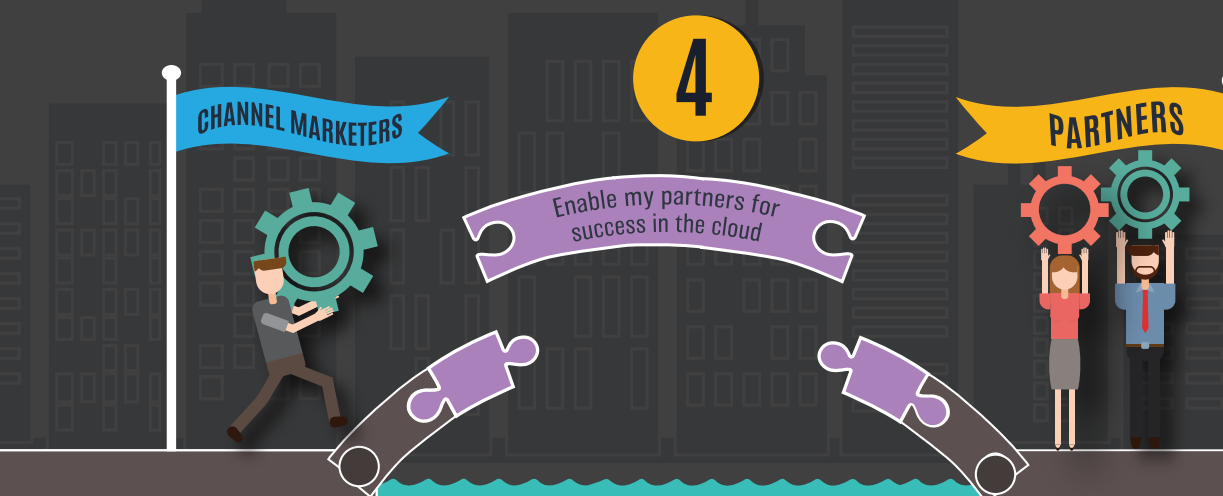
### OBSTACLES

- Channel goals are not aligned with company goals
- Partners are not incentivized on key value drivers
- Inability to track performance of channel programs
- Difficult to identify and nurture up-and-coming partners



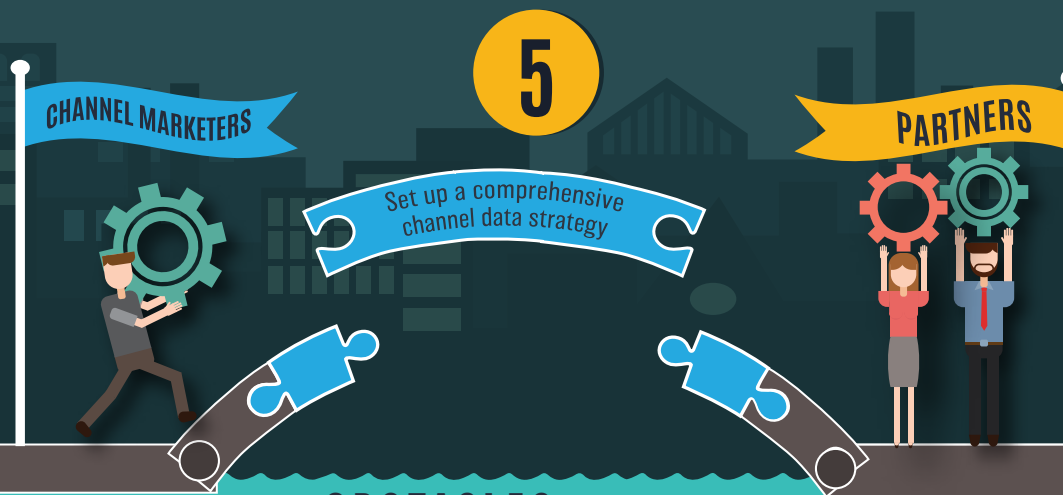
### OBSTACLES

- Partners are IT savvy but not business savvy
- Partners lack digital marketing experience
- Channel marketing not providing content support to partners
- Partners lack social media or Web presence
- Partners struggle with lead generation



### OBSTACLES

- Not enough partners selling my cloud products
- Incentive plans for channel don't encourage cloud solutions
- Don't have enough "born in the cloud" partners
- Need for sales enablement and marketing support to sell cloud solutions



### OBSTACLES

- Data for my partners is scattered across silos
- Multiple versions on the truth, or lack of data
- Impossible to determine ROI for partners
- Difficult to determine program effectiveness or forecast results
- Inability to plan for the future

## ANY OF THESE THINGS ON YOUR 'TO-DO' LIST?

Get all your channel-related info [here](#) or [contact us](#).



### channelConduit Suite

**channelRewards**  
Cultivate meaningful partner loyalty through targeted, personalized reward programs.

**channelPay**  
Improve the partner experience and reduce time-to-pay while effectively managing VAT/GST worldwide.

**channelMDF**  
Manage Market Development Fund programs worldwide, tailored to regional needs.

**channelPromotions**  
Manage complex global promotions based on segment, region, tier, eligibility and more.

**channelMarketplace**  
Easily market and sell your solutions with pre-packaged, self service campaigns.

**channelRebates**  
Grow sales performance with a flexible rebate program using your Point-Of-Sale data.

#### ABOUT VISTEX

Vistex provides enterprises with solutions that manage pricing, incentive, rebate, royalty and channel programs to enhance business performance while reducing labor and infrastructure costs. The software and services provided by Vistex are optimized by industry to deliver an end-to-end solution for the design, management and administration of the entire spectrum of go-to-market programs. Enterprises are empowered with unprecedented visibility into program performance, and gain deeper insights to better enable fact-based decisions that drive revenue, control cost, minimize leakage and streamline processes.

To learn more, visit:  
<https://www.vistex.com/product-suites/channel-conduit-suite>  
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