



Model, Manage and Motivate Using a Flexible **Rebate Program** Based on POS Data

The right rebate program can stimulate sales behavior that will enable you to reach revenue goals, and reward your partners for a job well done. Selecting the right partner goals and rewards while managing your program budget is often a delicate balancing act, requiring real time monitoring and on-the-fly variations. In order to gain realistic expectations of your program function, you need a way to model and analyze rebate scenarios prior to launch.

Increase program agility for greater success

channelRebates gives you the power to build and manage multiple rebate scenarios at the same time to accommodate the varying needs of business units, partner types and geographical requirements. Add sophistication to your program by “stacking” incentives to provide a tiered structure that will reward top performers. You can instantly optimize your program by making real-time changes to the program mix. And since channelRewards utilizes your POS data to automatically calculate rewards, no claiming is required.

Give partners visibility & control

Your partners will enjoy the ability to track the rewards they've earned across all their programs at any time. Combine with channelPay for expedited global payment processing and the ability for partners to manage their banking preferences and track payment activities by program.

For Channel Managers

- Automatically calculate rewards using POS sell-through data
- Develop predictive rebate models before you launch using Scenario Builder
- Compare modeled scenarios side-by-side – then output the results data to MS Excel for easy analysis and timely approval
- Make real-time changes to the program mix
- At-a-glance, up-to-date performance summaries for partners and vendors
- Customizable microsite, promotion center and campaign specific landing pages

For Channel Partners

- Partners can conduct predictive analysis by modeling the impact of additional sales on their reward
- The Benefits Statement provides access to payment and reimbursement details across all programs
- Partners receive payments more quickly with a streamlined and automated image from start to finish
- Increase partner satisfaction with immediate disbursement to self-service, pre-packaged marketing campaigns, closed-loop marketing solutions or straight to cash

Program Benefits

- Enhance program governance and compliance with multiple security levels, inherent client-audited financial controls and clear division of authority
- Track all partner projects and claims - from approval to payout - with complete insight into the disposition of funds
- Meet GAAP compliance mandates with the assurance of SSAE 18 certification
- Make secure payments with a full, online audit trail
- Shrink results-to-payment by greater than 60% while minimizing errors



Marketing Enablement

Manage Co-op & MDF, marketing planning and campaign execution easily and efficiently to measure the impact they have on overall revenue.



Incentive Management

Obtain valuable insights into rebates, rewards and promotional program performance to increase engagement and channel satisfaction while improving ROI.



Channel Payments

Make global payments in more than 135 currencies accurately and on time while reducing operational costs.



About channelConduit

The channelConduit Suite from Vistex is a solution set designed to engage your indirect sales channels and equip you and your partners for program success. From marketing enablement and incentive management to channel payments, the channelConduit Suite provides companies with strategic insights into channel activities while optimizing the partner experience, and facilitating global program administration.

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. For more information, visit www.vistex.com.

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