



Earn And Retain The Loyalty Of Individuals **Generating And Growing** Your Sales

In today's business environment, finding a way to stand out and create true loyalty in the B2B space - where reps are loyal to your brand and resistant to competitive offers - has never been more challenging. You must take a data-driven approach to designing your loyalty strategy around partners, individuals and teams; ensuring that all stakeholders derive tangible benefits through earning and redemption opportunities that align to the partner's business model, and generate a shift towards the desired partner behavior.

Drive engagement with the most advanced loyalty marketing solution available

The Vistex points-based loyalty portal empowers manufacturers to engage their direct sales personnel and indirect channel partners to encourage appropriate behaviors and increase sales. Our loyalty solution delivers a consumer-like experience through an attractive look and feel, anytime/anywhere access from laptops, tablets or smartphones, and includes consumer-like features such as "likes," "comments," shopping carts and reviews.

Additionally, the global rewards catalog further engages participants with an assortment of relevant awards for partner organizations, teams and/or individuals. With more than 300,000 rewards available, the catalog feature provides a wide variety of awards available from a vast network of global suppliers – all items can be delivered locally for seamless ordering, fulfillment and customer service. In addition, the items in the catalog may be tailored to meet your unique needs.

Optimize performance across the entire sales cycle with built-in communication, education, measurement and rewards modules

- Company and individual-level rewards are aligned with global and local reward fulfillment
- Compelling, user-friendly program allows you to build a direct relationship with sales reps, and interact through social messages, gamification and mobile
- Partner skills are kept sharp with an available Learning Management Solution
- Rewards may be earned for pre-sales behaviors and activities that influence a positive sales outcome
- Choose from thousands of items featured in our global rewards catalog, including: merchandise, travel, experiences, gift cards and digital media
- Quickly add or modify rewardable activities by hierarchy or region as needed
- A full communication center expands program engagement and experience, allowing you to tailor relevant messaging by audience type
- Reward options are tailored to the unique needs of users based on role, geography or other segmentation criteria



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 provides enterprises with solutions that manage pricing, incentive, rebate, rights and 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.

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info@vistex.com | www.vistex.com

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