



Focus On **Compliance & Fund Management** With Your Co-Marketing Budgets

Global vendors face an array of challenges running effective MDF programs, including compliance and fund management. Worldwide programs require multi-language and multi-currency capabilities, as well as compliance with GAAP standards that often present difficulties for companies.

Additionally, they are also in search of effective methods to deliver self-service, pre-packaged marketing campaigns and hands-on guidance to ensure partners extend their own marketing efforts and produce additional revenue.

Maximize results with a new way to run co-marketing

Simplify Co-op & MDF business processes with channelMDF. The channelMDF module is built upon solid analytics and supported by a worldclass platform and operations. Running proven, systematic co-marketing programs helps you to make every dollar count. That's good for you – and your partners.

- Achieve program compliance with multiple security levels, a visible audit trail and clear division of authority
- Make your partners more successful with simple processes and support that span self-service, prepackaged campaigns and hands-on, expert guidance via channelMarketplace
- Quickly track, measure and analyze performance with a 360° view to pinpoint where to invest and make every dollar count

In a competitive environment you must effectively market through partners. Your programs must rise above the noise and your MDF dollars must be spent wisely – by the right partners, in the right ways – to achieve the best possible results!

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

Make it easy

- Simplify and reduce time-to-payment through online submission and management of project funding requests and claims
- Easily deploy your programs worldwide with a global framework that includes both multilingual, multi-currency, and flexibility to best fit local business requirements
- Save administrative time through unique, custom workflow configurations

Make it compelling

- Deliver self-service, prepackaged marketing campaigns based on marketing best practices from our industry-first program, channelMarketplace
- Ensure your partners succeed by offering hands-on guidance from industry experts

Make it compliant

- 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



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.

Vistex®, Go-to-Market Suite®, and other Vistex, Inc. graphics, logos, and service names are trademarks, registered trademarks or trade dress of Vistex, Inc. in the United States and/or other countries. No part of this publication may be reproduced or transmitted in any form or for any purpose without the expressed written permission of Vistex, Inc. The information contained herein may be changed without prior notice.

info@vistex.com | www.vistex.com

© Copyright 2019 Vistex Inc. All rights reserved.

