



A Flexible **Claim-Based Promotion** Tool That Adapts As Your Needs Evolve

A dynamic and evolving product mix is vital to remain relevant in the marketplace. However, running promotions to support your ever changing mix can be complex and difficult to manage globally. Accommodating variations in claim forms and reward calculations can be problematic. The claiming process is tedious, partly because partners must substantiate proof of performance and transaction information. If all of this is done effectively, promotions will incent sales for bundled solutions or end-of-life products, but this is rarely the case without the right planning and resources for proper execution.

Simplify the process and extend your program reach

channelPromotions makes managing complex global promotions easy! Design and manage multiple programs simultaneously based on segment, region, tier, eligibility and more. Quickly add or modify programs without the need for IT support. Proof-of-performance documentation can be attached to the claim to facilitate compliance auditing. Validation can be performed by you, or by our Operations division – who provide user support and facilitate reward payments upon claim approval and streamline the administrative process for you.

For Channel Managers

- Manage multiple promotion types simultaneously with business rules based on a combination of partner-level attributes, deal level attributes and product eligibility
- Support complex incentive structures including product bundles and stacked promotions
- Flexibility to target promotions only to eligible partners

For Channel Partners

- Select and manage multiple promotions through a common interface
- Eligibility based promotion exposure ensures participants only see relevant programs
- Partner Benefit Statement allows partners to quickly review rewards earned and track payment status

Program Benefits

- Admin controlled promotion lifecycle management: Define promotion (including content), approval workflow, publish to partners, manage promotion dates. Add or modify existing promotions to adapt to changing market needs
- Easy access for partners through Single-Sign-On (SSO) from your partner portal
- Vistex can provide, user-support and global payment processing as needed to streamline administration and expedite the reimbursement process
- Manage multiple promotions simultaneously through a common interface
- Exposure to a specific promotion is based on eligibility, so participants only see the programs relevant to them
- Configurable claim forms and business rules let you tailor any one program to meet your needs without IT support



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.

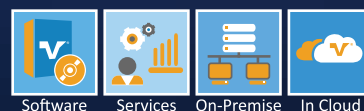
About Vistex®

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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