

Channelinsight DataConnect

Are you frustrated with late and incomplete POS and inventory data from your partners? Are your partners struggling with manual efforts to provide you with the data you need? Wouldn't it be great if your partner data submission process actually improved your partner loyalty? You can make the POS/Inventory data submission process even easier for your non-EDI partners, at a fraction of the cost of EDI, with Channelinsight DataConnect.

DataConnect dramatically improves timeliness, accuracy and completeness of partner-submitted data. By providing DataConnect to your partners, you give them a tool that will extract data from their systems, transform the data into your format and automatically load the data into the Channelinsight platform or your existing partner portal.

DataConnect uses an EDI-like functionality for your partners who currently report through manual submissions; automating the extraction and submission of POS/Inventory files to the Channelinsight platform. Your partner can review the data before it is sent and has full control to disable the functionality at any time.

No more pain, but plenty of gain for you and your partner. You get actionable, standardized, enhanced data on time; your partner gets to end the data struggle, and you both gain from an improved partner relationship.

Why DataConnect?

The Channelinsight solution is the only complete channel sales management solution in the cloud. You can reap the benefits of real-time, actionable,

crowd-sourced data in a scalable solution without having to worry about expensive upfront hardware costs or licensing fees, or demands on your already stretched internal resources. Deployment is fast and easy and you see an overall reduced Total Cost of Ownership. Our solution was designed in accordance with channel management Best Practices and yields Financial Grade data quality.

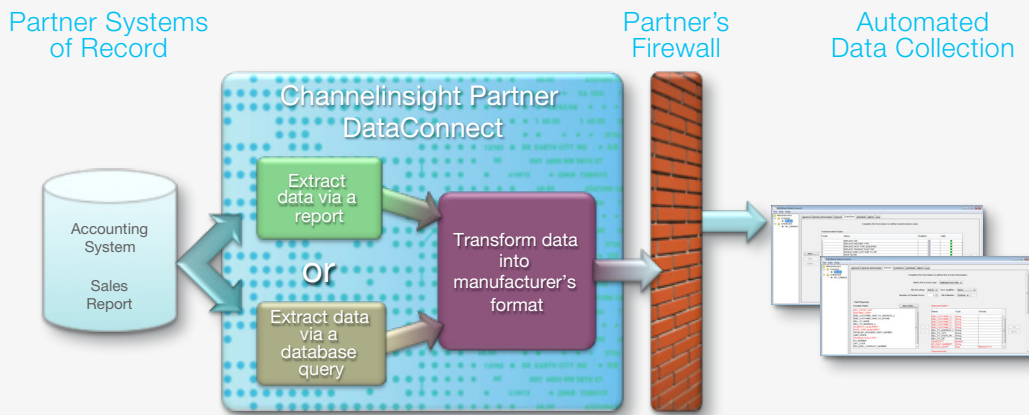
DataConnect is an Extract Transform Load (ETL) tool that automates the process of reporting channel data from a wide variety of sources. DataConnect is used to reformat data from a Source System located within a company's firewall, so it can be accepted by a Target System, located outside a company's firewall, on a scheduled frequency. Additionally, your partners can create a product mapping catalog that will manage product SKU mapping between a partner SKU and the Manufacturer SKU. Your partner has full control of DataConnect; they can turn on or off, set frequency and establish data collection parameters. An additional benefit for your partner is that they can use DataConnect to submit data for all of their Channelinsight manufacturers.

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DataConnect has been designed to automate the collection of POS/inventory data from your reporting partners. It is a self-contained Java application that's installed on a reporting partner's server/network behind your partner's firewall. Your partner can review the data before it is sent and has full control to disable the functionality at any time.

DataConnect offers flexible, automatically self-initiated ETL capabilities. It extracts your POS

and/or inventory data at prescribed intervals, transforms and formats the data to meet your requirements and securely sends/loads the data to your data collection portal and/or to Channelinsight for processing. Your partners can create a product mapping catalog that will manage product SKU mapping between a partner SKU and the Manufacturer SKU. Your reporting partner has complete control over DataConnect with no remote access capability.



DataConnect is a self-contained Java application that's installed on a reporting partner's server/network behind your partner's firewall.

KEY BENEFITS	KEY FEATURES
Actionable, standardized, enhanced data delivered on time	Automates the extraction and submission of POS/inventory files
Improved Partner loyalty	No charge to partners
Frees up partner resources	Automated process