

Channelinsight Directory

Do you know who your end-customers are when you sell through your channel? Do you know who your top-performing partners are? Can you identify up-and-coming partners to recruit into your programs? Identify every partner, every end-customer in every transaction with the Channelinsight Directory.

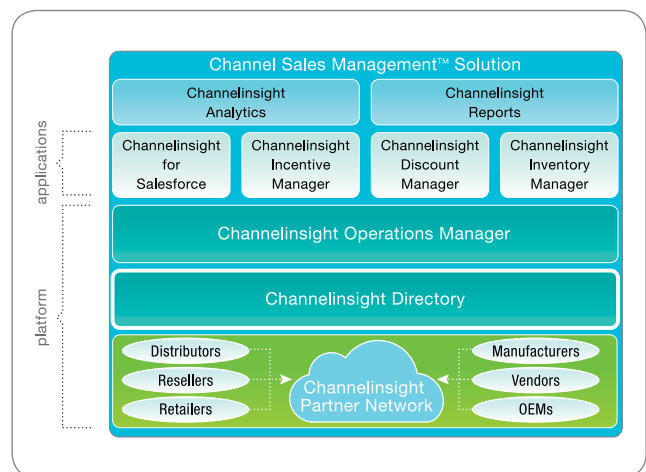
Channelinsight provides the most accurate, complete, and fastest-growing directory of high-tech partners and end-customers in the world. We process over 100 million channel sales transactions annually resulting in a directory made up of over 10 million end-customers and 1 million channel partners. An additional benefit to you is that you can identify and cultivate your new partners and grow your new end-customers.

Our patented matching technology, combined with our geo-coding capabilities, means that we eliminate the inaccuracies, variation and duplicates submitted from your partners giving you a true rolled-up picture of your partners and end-customers.

In addition, with our use of crowd-sourcing (using input from vendors, partners, and Channelinsight), the Directory improves as you and others enhance your data.

We complement your Master Data Strategy by accurately aligning to your master data management system thus enabling you to edit your own partner data and accept or decline suggested edits that are posed by other network members.

Channelinsight offers you the option to classify and segment your partners and end-customers. For your channel partners we classify the role they play in your distribution network. For end-customers, we identify the market segments that they participate in (eg Industry Vertical, SMB). You can also set up your own programs and parameters using our Attributes feature, providing you a custom view of your data. And you can use our powerful self-service tools to manage your own data.



Why Channelinsight Directory?

The Channelinsight Directory, together with Channelinsight Operations Manager and Channelinsight Partner Network, form the Channel

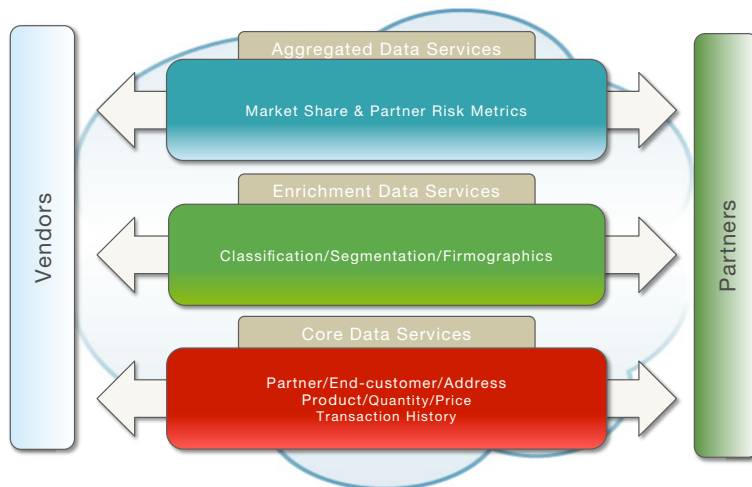
Sales Management platform in which channel sales data is collected, standardized and enhanced and provided to you in an actionable format. A selection of standard Sales dashboards and reports are available in Channelinsight Sales Manager.

The Directory is the most complete and fastest growing directory of high-tech channel partners and end-customers available. We identify every partner and every end-customer in every transaction. It provides a single view into the activity of your distributors, resellers and end-customers, and gives you company level granularity. It also allows you to set up your own programs and parameters, giving you the custom view you need. It provides the underlying structure for our Name rollup, organizational hierarchy and smart groups identification and tracking functionality.

The Directory uses our patented matching technology, combined with the geo-coding capabilities to ensure that you can count on your data being accurate to the end-customer level.

In addition, we allow you to edit your own partner data in alignment with your own Master Data Strategy and accept or decline suggested edits that are posed by other network members.

Current alternatives to our solution frequently include highly customized home-grown solutions which are heavily dependent on manual efforts, complex spreadsheets, custom tools, and create integration nightmares.



The Channelinsight Directory delivers advanced business intelligence.

KEY BENEFITS	KEY FEATURES
Identify every partner, every end-customer in every transaction	Entries created by processing 100+ million channel sales transactions annually
Improve quality of channel sales data accuracy by 50% over alternatives	Patented matching technology