

Channelinsight Partner Network

Do your partners surprise you with format changes and other data inconsistencies? Can you count on partner data to show up on-time, every time? Do you get a complete set of POS and inventory fields from your partners? If not, then you need the power of the Channelinsight Partner Network. With a single connection, the Partner Network gives you access to all of your standardized, enhanced and actionable POS and inventory data from all of your partners.

In all likelihood, the majority of your partners are already enrolled in our network, and those that are not we will add at no additional charge to you. We collect, standardize and enhance data from all of our partners the first time we see it, allowing you to benefit from the work that has already been done. Our extremely flexible solution allows your partners to submit data in their current format. We accept data in a number of formats depending on the partner need.

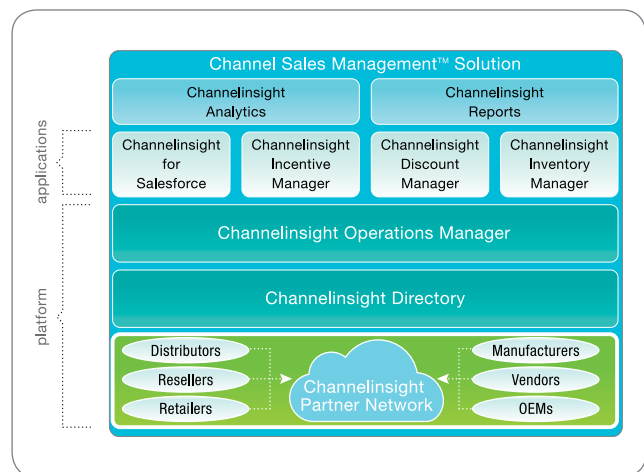
An additional benefit of the Partner Network is that it provides a configurable scorecard for each partner based on your requirements for data submission and accuracy. We review this scorecard with your partners to improve data quality, accuracy and timeliness.

Our solutions deliver actionable insight and the tools to put that insight to work for you; what you are selling, where, at what price point, with accurate rebate and commission information in real time!

Why Channelinsight Partner Network?

The Channelinsight Partner Network, together with Channelinsight Directory and Channelinsight Operations Manager, form the Channelinsight platform in which channel POS and inventory data is collected, standardized and enhanced and provided to you in an actionable format. Our Channelinsight

Application suite provides informative dashboards, drill-down reports and self-service application workbench to improve the return on your channel programs.



With the Channelinsight Partner Network you gain access to all of your standardized, enhanced and actionable POS and inventory data with a single connection. In all likelihood, the majority of your partners are already enrolled in our network, and those that are not we will add at no additional charge to you. We collect, standardize and enhance data from all of our partners the first time we see it, allowing you to benefit from the work that has already been done.

We make it easy for your partners to submit data in a variety of flexible formats. Additionally, we provide a configurable scorecard for each reporting partner showing their data submission behavior in relation to your data submission standards. This provides you with meaningful data to use as you encourage your partners to improve data submissions.

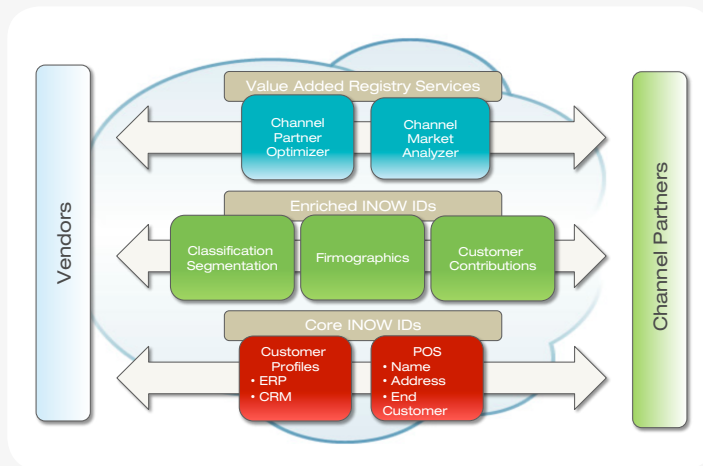
With Channelinsight Partner Network we collect your POS and inventory data from all of your partners, and then give you access to all of your actionable, standardized POS and inventory data with a single connection. In all likelihood, most of your partners are already enrolled in our network. We collect, standardize and enhance data from all of our partners. We enhance and standardize data the first time we see it, allowing you to benefit from the work that has already been done.

Our extremely flexible solution allows your partners to submit data in their current format. We accept data in a number of formats including EDI, Excel, flat file (CSV) and our own proprietary tool – DataConnect.

We combine technology with professional services to track partner data submissions. A submission scorecard is created for each reporting partner that compares actual performance with targeted performance in areas such as: on time data submission, record quality, and data completeness.

This submission scorecard can be one element of an overall partner scorecard.

Our file parsing allows us to map the partner formats to Channelinsight Operations Manager requirements.



The true power of the Channelinsight Partner Network lies in our ability to collect your POS and inventory data from all of your partners.

Channelinsight accepts data supplied by the following methods:

- HTTPS transfer
- EDI/EDIFACT
- SFTP
- Web Upload
- Email attachments

KEY BENEFITS	KEY FEATURES
Actionable, complete data delivered on time	One connection to thousands of distributors, resellers, and retailers reporting detailed POS and inventory data
Identify and cultivate desirable partners to grow your channel sales	New partners added to the network daily in any language, any currency, any geography, and a variety of formats
Improved partner loyalty	Use of Scorecards as a tool identify partner data quality issues and allow you to incent partners to improve data submissions