Channel Transformation Best Practices

CHANNEL DATA INTEGRITY

Aggregate and transform complex multi-channel data like POS, inventory, forecast, backlog, RMAs, and claims into normalized and enriched actionable information used by channel sales, marketing and finance to increase revenues and gain channel insights. The solution supports data in any ISO-recognized world language and currency and is optimized for companies with global operations.

STREAMLINE PARTNER COLLABORATION

Eliminate ineffective and error-prone manual processes, making it easier for your channel partners (distributors, resellers, retailers, manufacturer's reps) to do business with you. Collaborative channel workflows include channel incentives, opportunity tracking, commission splits, and dispute resolution.

CHANNEL INCENTIVE AND SALES PERFORMANCE MANAGEMENT

Channel Incentives supported include **Coop/MDF**, **Rebates**, **Ship & Debit** and **Price Protection**. Entomo's integrated solution automates and streamlines the entire "request-approve-claim-validate-authorize-payment" cycle. The end result is improved participation, elimination of overpayments and highly improved program ROI. Sales performance management capabilities include territory management, commission splits and sales credit assignment.

REVENUE CONTROL AND FINANCIAL COMPLIANCE

At its core, the SmartHub is a rules-based computational engine which performs various functions like automatic valuation of transactions, multi-variate validation of claims, calculation of accruals and exposure for incentive programs, sales compensation and royalties. Adjustments and journal entries can also be generated with audit trails to ensure adherence to partner contracts and licensing agreements, revenue recognition and regulatory requirements from the SEC or FASB.

CHANNEL OPPORTUNITY TRACKING AND FORECASTING

Unlike direct opportunities which are available in your CRM system, channel opportunities and partner funnel visibility require completely different processes. Entomo supports a full complement of channel processes like Deal Registration, Design Registration and partner forecast and pipeline management. Pipeline and forecasting analytics complete the picture for Sales and Operations Planning (S&OP) functions.

CHANNEL INVENTORY AND SUPPLY CHAIN MANAGEMENT

Stockouts and are the bane of every channel-based company's existence. Conversely, stagnating inventory either in the channel or in the company's warehouses ties up valuable capital. Worse, the value of the inventory can depreciate very rapidly because of macro-economic conditions, new product introductions or competitive moves. Our supply chain best practice consulting along with Entomo technology allows optimum inventory levels to be maintained, further reducing expenses and maximizing revenues.

ROYALTY MANAGEMENT

The SmartHub's Royalty Management capabilities ensure accurate and timely calculation of royalty revenues or royalty expenses. Contract compliance ensures that royalty revenues are collected in a timely manner. Under-reported royalties are flagged and recovered. Conversely royalty expenses are also managed to eliminate overpayments or penalties, associated with misreporting.

BUSINESS DISCOVERY/BUSINESS INTELLIGENCE

A purpose-built BI system that gives you the ability to manage your entire channel from one vantage point. SmartHub data can be augmented by external data to provide a 360-degree view of your entire sales operations, direct and indirect.

Entomo SmartHub® Core Capabilities

The Entomo's SmartHub® is the industry's most flexible, scalable, and comprehensive cloud-based channel management platform, enabling automation and simplification of channel-related workflows and processes. Entomo's fully integrated Channel Revenue Management solution stack includes Channel Data Management, Gross Margin Management, Sales Performance Management, Opportunity Management and Business Intelligence applications. Taken together, these enable unmatched channel visibility, control, compliance and partner collaboration. Benefits include increased revenue and profitability, effective channel incentive program management, improved supply chain planning and optimization, reduced compliance costs, and faster financial close cycles.

Entomo channel management solutions are organized broadly by function. Specific modules can be implemented according to your specific situation and requirements.

- **Channel Data Management** – Data aggregation, normalization and enrichment from disparate external sources.
- **Gross Margin Management** – Transaction valuation, channel incentives (Special Pricing, Ship and Debits, Rebates, Royalties, Coop/ MDFs, etc.), inventory reconciliation and revenue recognition activities.
- **Sales Performance Management** – Sales credit assignments, commission split calculations and commissionable dollar calculations for internal and external sales channels.
- **Opportunity Management** – Deal registration, design registration, forecasting.
- **Partner Portal** – Collaboration with partners for quoting, deal or design registration, claim submission and dispute resolution.
- **Big Data, Business Intelligence and Partner Scorecards -** Real-time reporting and analytics with interactive business discovery platform for strategic planning and tactical operations optimization. Analytics can also be made available via SAP C4C applications.
- **Integration -** Full integration with SAP ECC and CRM solution and other industry-standard ERP and CRM solutions. Outbound integrations include Customer Master, Materials Master, Price Books and Channel Sales. Inbound integrations include Credit Memos, G/L Entries and, any and all channel-reported data types (POS, Inventory, Forecast, etc.).
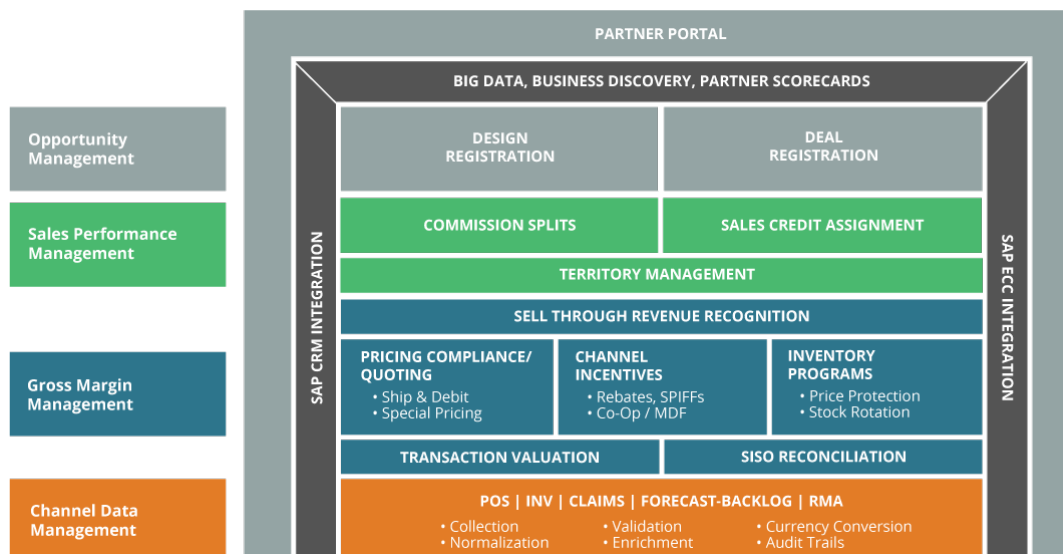

Entomo's SmartHub provides a complete integrated solution set for all channel requirements and seamlessly integrates with SAP ERP and CRM solutions.

Sales Channel Process Flows

The entire channel sales process is captured, visualized and controlled using the Entomo SmartHub. The end to end process control ensures that there are no revenue leaks or revenue recognition issues, since all data are reconciled using triangulation techniques and validated using trusted primary and secondary data.

Entomo/Accrete Value Proposition
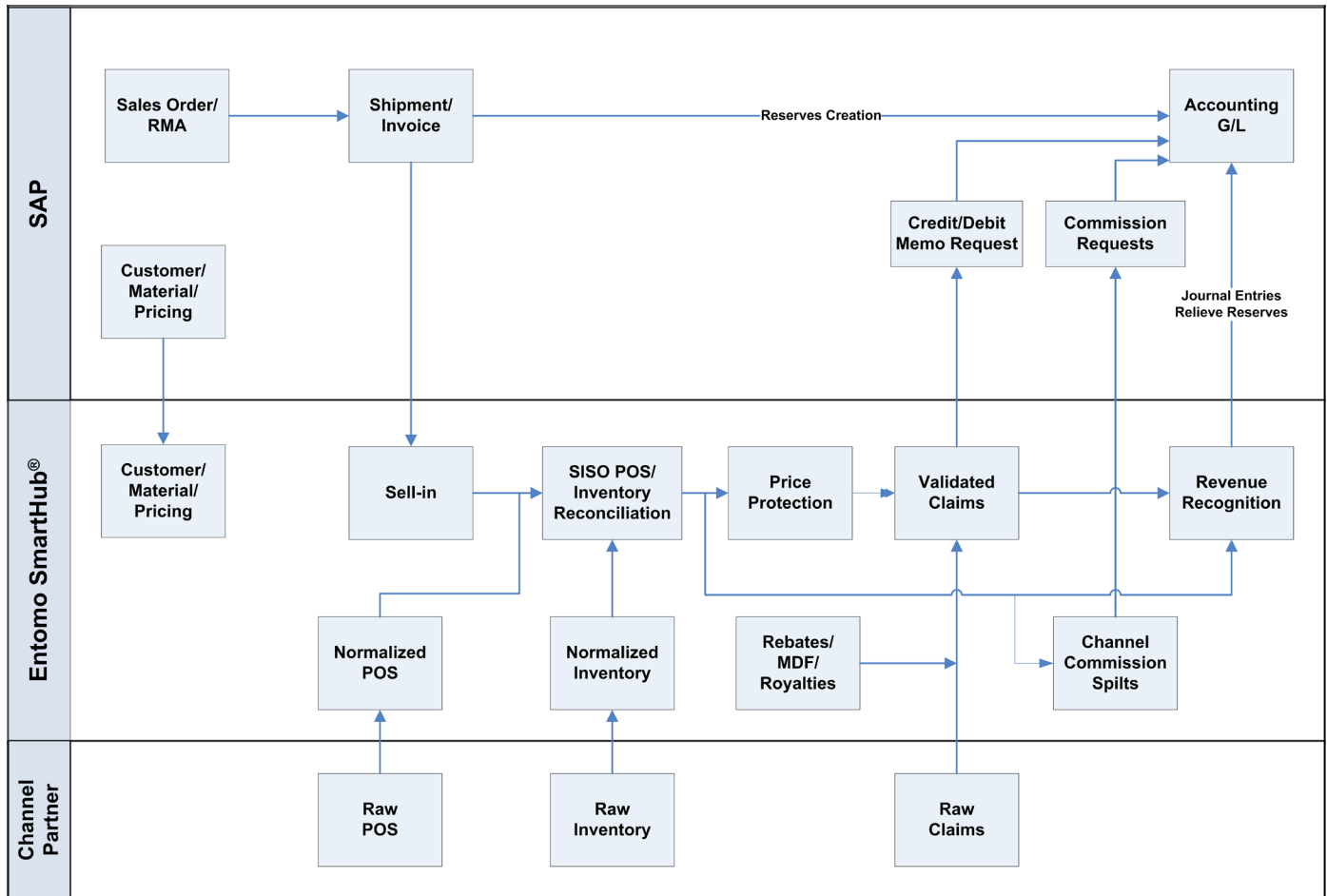
- All-in-one, integrated channel management solution
- Leverage best practice expertise for Channel Management
- Audit-ready verifiable and reconcilable data
- Flexible, configurable system to simplify complexity
- Rapid implementation and time-to-value
- Secure, reliable, redundant private cloud platform
- Channel operations expertise support as a seamless extension of your team
- Integrated with SAP for Channel Sales, Claims, Revenue Recognition, Forecasting and Supply Chain Management

About Entomo

Entomo, Inc. is a leading provider of turnkey cloud-based channel management software and services. We help businesses effectively manage distribution channel complexity to maximize revenue growth, reduce costs, improve partner performance and collaboration, and ensure compliance at all levels. Entomo was founded in 1999 and processes millions of transactions each month for global enterprise customers including Broadcom Corporation, Dolby Laboratories, Keysight Technologies, Kingston Technology, Mirosemi Corporation, OCZ Storage Solutions, Targus International, TriQuint Semiconductor, and United Technologies. Entomo is headquartered in metro-Seattle, WA with offices in Silicon Valley, Europe and Asia.

About Accrete

Accrete Solutions is a highly focused process advisory and systems integration firm assisting its clients in all aspects of the customer life cycle, helping them identify and achieve competitive advantages through superior strategies. Accrete helps clients with executive level vision and strategy by identifying sustainable value, delivered through improved business processes and applications. Our team brings a unique customer-centric process and technology expertise from many leading organizations across the globe, with deep skills in Sales, Channel Sales, Service and Marketing. Accrete's core competency lies in assisting organizations develop strategies and improve business processes by leveraging industry best practices and designing and deploying solutions to transform their channel and direct sales and service organizations.