

Netformx ChannelXpert



Drive Profitability with Automated Partner and Incentive Program Management

Staying abreast of technology supplier incentives and promotions is a daunting task for partner senior management and procurement. You need to stay current on up-front discounts and back-end rebate programs as well as programs based on employee levels of certification and specialization. For most resellers these programs have a significant impact on margin and profitability. Partners use time-consuming manual processes to piece together ever-changing qualification and compliance criteria from complicated data sources and vendor systems. Noncompliance can impact your profitability significantly. For large companies, the impact can be in the millions of dollars.



Netformx ChannelXpert Accelerates Profits

With Netformx ChannelXpert¹ you can increase your company’s profitability through greater program participation and tighter relationships with your suppliers and distributors. ChannelXpert automates the process of capturing more reward dollars and adhering to discount based incentives. It eliminates labor-intensive and manual tasks to ensure compliance and significantly improves visibility to and management of reward and certification programs.

Operate-to-Profit:



Streamline Your Operations to Increase Profitability

Scale your business profitably by increasing efficiency and incorporating vendor incentives during the design phase

- See the real value of deals
- Automatically stay on top of incentives and their financial impacts
- Maximize financial benefits from incentives and promotions
- Identify more margin potential on every customer proposal
- Increase productivity with automation and analytics
- Ensure required training and certifications
- Manage partners and channels efficiently

“ChannelXpert has enabled us to take full advantage of vendor incentive programs by automating our manual processes and identifying opportunities we would never have been aware of. We have seen immediate growth in our reward rebates since we have used ChannelXpert to highlight vendor incentive programs as proposals are generated, to fix any rebate submission errors, and to track rewards.”

David Yarashus, CTO at Chesapeake NetCraftsmen, LLC

¹Formerly called VARcompliance

ChannelXpert Features

With ChannelXpert, you can quickly understand, optimize, analyze, and track rewards, including areas you never managed at all because you lacked data or time. ChannelXpert automatically analyzes data from multiple sources and alerts you to potential situations that either invalidate or increase the rebate. You can then have the ability to dispute relevant transactions with the vendor to ensure you get paid for all earned transactions. ChannelXpert makes the results and insights easy to obtain, leading to increased margins and profitability.

Rebate and Discount Management

ChannelXpert ensures all rebate-eligible deals are accounted for and highlights any issues that should be addressed to maximize rebate payment. Payout calculations, potential additional rebate dollar alerts, program registration validations, and deal and SKU analyses all simplify the management of programs and promotions while increasing profitability. Dashboard reports also enable the reseller to analyze their discounts in a variety of ways.

Certification and Training Requirements Compliance

ChannelXpert tracks certification and program compliance at company, program, and individual levels. This streamlines a laborious manual process and greatly reduces the possibility of missed incentives due to ineligibility or non-compliance.

Purchasing and Supply Chain Management

ChannelXpert presents purchasing data by distributor and technology supplier. This enables you to track your purchases from different sources and optimize future purchases to maximize incentives and profitability.

ChannelXpert and DesignXpert

Netformx DesignXpert®, the global leader in enterprise technology design and proposal generation, integrates ChannelXpert so that insights into vendor promotions and incentives can be provided during the initial solution design phase. By automatically presenting—as designs are being created—alternate SKUs that are eligible for rebate, companies can readily take advantage of partner promotions and incentives while eliminating design rework.

Achieving Success with ChannelXpert

Netformx ChannelXpert enables you to drive profitability with automated partner and incentive program management and create tighter relationships with your suppliers and distributors. By automating the process of capturing more reward dollars and adhering to discount-based incentives you can maximize financial benefits from incentive and promotions without resorting to labor-intensive tasks.

Deal Management

By tracking each opportunity you can increase successful program participation and eliminate disqualifications or reduced incentives. Behavioral enforcement is also simplified with drill-downs to see each sales representative's actual registration and eligibility status.

Substitutions with Better Profitability

With ChannelXpert you can automatically identify promotions and incentive programs that will optimize project profitability. Each Bill of Materials line item is cross-referenced against user certifications and promotions eligibility to determine possible substitutions that yield better program participation.

Dashboards Provide Business Insights

Dynamic dashboards and drill-down capabilities help you gain business insights and get more return out of vendor programs. You can create and customize dashboards leveraging out-of-the-box templates.

“The integration of vendor incentive promotions and programs into DesignXpert is enabling us to select alternate parts that meet our customers’ needs while at the same time increasing our potential profit margins. This has also increased our productivity since we can consider manufacturer promotions during the design phase rather than off-line after the order has been created.”

*Tom Christian, Networking Presales Engineer,
Sirius Computer Solutions*

Learn more about Netformx ChannelXpert at www.netformx.com/ChannelXpert