


# Channel Data Management

Visibility into Every Facet of Your Channel Including  
Distributors, Resellers, ODMs, OEMs, and End-  
Customers



3350 Scott Blvd, Bldg. 34 Santa Clara, CA 95054  
Phone: +1 877-849-5838 [www.acnsol.com](http://www.acnsol.com)



Indirect channel sales are the most significant contributor to global sales. For companies to maintain a healthy topline, a strong partner relationship is essential. And to do that, companies need to ensure partners are enabled to sell, optimize channel inventory and compensated quickly. Therefore, channel data is critical for providing business insights for the indirect channel. It helps to determine revenue growth, rebate payments, and inventory management. Also, channel data provides insights into the effectiveness of promotion and marketing programs.

Most of the time channel partners provide low-quality POS data, in varied formats, incomplete and with errors. Companies require accurate, qualitative, and granular POS data. Accrete has developed a Channel Data Management (CDM) solution that will overcome these challenges and solve problems such as manual manipulation of large volumes of POS data and overpayments of channel incentives/claims.

## **Channel Data Management (CDM) Solution**

Accrete has developed an automated CDM solution that collects data for POS, inventory, and claims in multiple formats across different channel partners. This solution organizes, cleanses, validates, and standardizes this data. The CDM solution returns clean data to you on hourly, daily, or when needed for supporting sales analysis, rebate processing, and discount programs.

### **Benefits of CDM**

- Accurate, granular, and actionable channel data
- Easy to implement and scalable CDM solution
- Cloud-based solution to save your organization from upfront hardware and license cost
- Provides financial grade data quality for error-free data processing
- Comes with best in class business intelligence capabilities to provide trends and insights for process improvements

### **Deep Channel Intelligence**

After collecting data from your channel partners, our CDM solution validates, enriches, consolidates, and dramatically increases its usefulness. Customers and products referenced in data feeds are matched against the customers & materials in your ERP system. After this, POS, inventory, and other channel data is fed to your downstream systems for further processing and analysis.

Our CDM solution provides robust analytics through CDM Channel Intelligence to track operational and business measures. We onboard your channel partners using efficient, industry-leading processes that increase the number and quality of your partners, while lowering partner operational costs. CDM gives the Sales, Marketing, and Finance teams access

to near real-time channel data for forecasting, market visibility, and perfect incentive and rebate payments.

## CDM for Salesforce & SAP

Our CDM solution is a native application based on Hadoop platform, but provides access to native Salesforce or SAP User Interface. It allows companies to manage channel sales as productively as direct sales by enabling drill down into partner activity by region, products, partners, and end customers. Companies can gain real-time visibility into partner performance using the Salesforce or SAP UI, dashboards, and functionalities.

## Effortless Onboarding

One of the laborious tasks highlighted by partners is reporting sales and inventory activities, especially by partners with limited IT resources. We provide options for partners to onboard data using either file exchange, email, portal, or mobile app. It reduces the onboarding effort for channel partners.

## Data Management

Our CDM solutions has a complete set of tools to monitor, measure, manage, and optimize the entire CDM process. It enables partners to track the status of data submission, processing, and exception resolution online. And the result is a comprehensive audit trail of changes to take relevant actions early.

**USA**  
Head Office  
3350 Scott Blvd, Bldg 34  
Santa Clara, CA 95054

**South Africa**  
609 Lanseria Corporate Estate,  
Falcon Lane, Lanseria,  
Gauteng

**Chile**  
Galvarino Gallardo 1638,  
Providencia,  
Santiago

**India**  
Development Centre  
102A, HARTRON, Electronics City,  
Gurgaon

