



Channel Mechanics

Digitizing Channel Partner Programs

Starter Pack

www.channelmechanics.com



AppExchange Program
PARTNER



Contents

- Channel organization challenges we solve
- What Partners want most from Vendors
- Channel Mechanics “starter pack”
- Why Channel Mechanics?

No Visibility
of Partner or
Program
Performance

High manual
effort and cost to
run our channel
business

Partner
and Program
Abuse

Takes too long to
launch a New
Partner initiative

90%
of Sales Ideas
never get realized

CHANNEL ORGANIZATION CHALLENGES

Channel Conflict
i.e. with Direct Sales
teams OR between
multiple partners

Partners can't
access vendor
content easily &
quickly

Inability
to Adjust
Programs
in Real-time

Revenue
Leakage as
channel not
proactive

>75%

Don't automate or measure the success of their Partner
Programs

What Partners want.....

The No.1 ask from Partners to Vendors is...
EASE of Doing Business

Give them a **GOOD** platform to interact with you

- G**overnance - of all channel programs.
- O**rchestrates - different programs & ensures they align to partner & vendor business goals.
- O**ptimized - for automation of key programs & enables partner self-service.
- D**igital **W**orkplace - simple 2-way information exchange, reporting dashboards, performance insights. It's like having another "Channel Person" on your team!



Channel Starter Pack

Give your Partners a truly great experience from Day 1 with our starter pack designed for startups and scale-ups...it's like having your own partner-manager-in-a-box! Here's what's included:

- Partner Portal
- Catalog and Resources Program
- Pricing Programs
- Deal Registration
- Decision Grade Dashboards



Partner Portal

Portal for your partners

Overview:

Simple login screen for existing partners with How-to-Guides and vendor's marketing banners available

Key Features:

- **User access login**
- Ability to reset passwords (self-serve)
- Can SSO to master systems of record e.g. vendor's existing CRM
- Brand the portal to your company logos, colours
- Host useful Partner materials on home portal e.g. how to guides, information on your organization

The screenshot displays the Partner Portal login page. At the top, there is a teal header with the 'HIGH TECH VENDOR' logo on the left and the 'Partner Portal' title on the right. Below the header is a light grey bar with the text 'Check Eligibility'. The main content area is white and features a 'User Login' section. This section includes two input fields: 'Username' and 'Password'. Below these fields is a teal 'Login' button. To the right of the login fields, there is a small image of a group of people sitting around a table, with the text 'This weeks news' below it. At the bottom right of the page, there is a 'Follow us:' section with icons for LinkedIn, Facebook, and Twitter, and the text 'hightech.com' below them. A link for 'Don't have a User Name and Password? Forgot your password?' is also present below the login button.



Catalog & Resources Programs

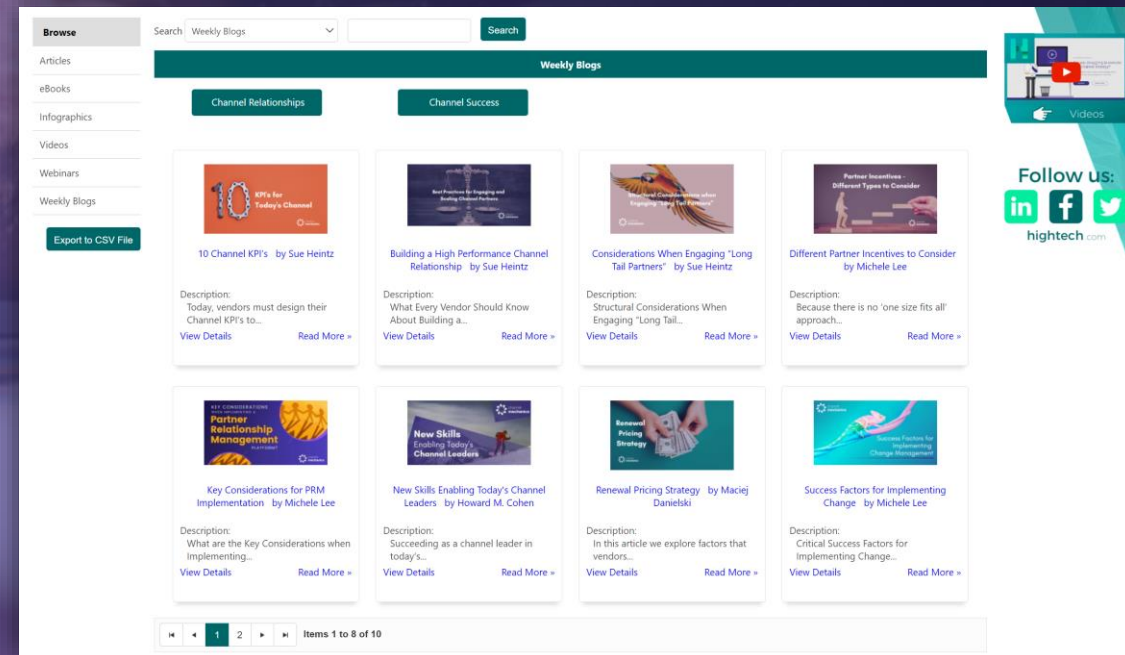
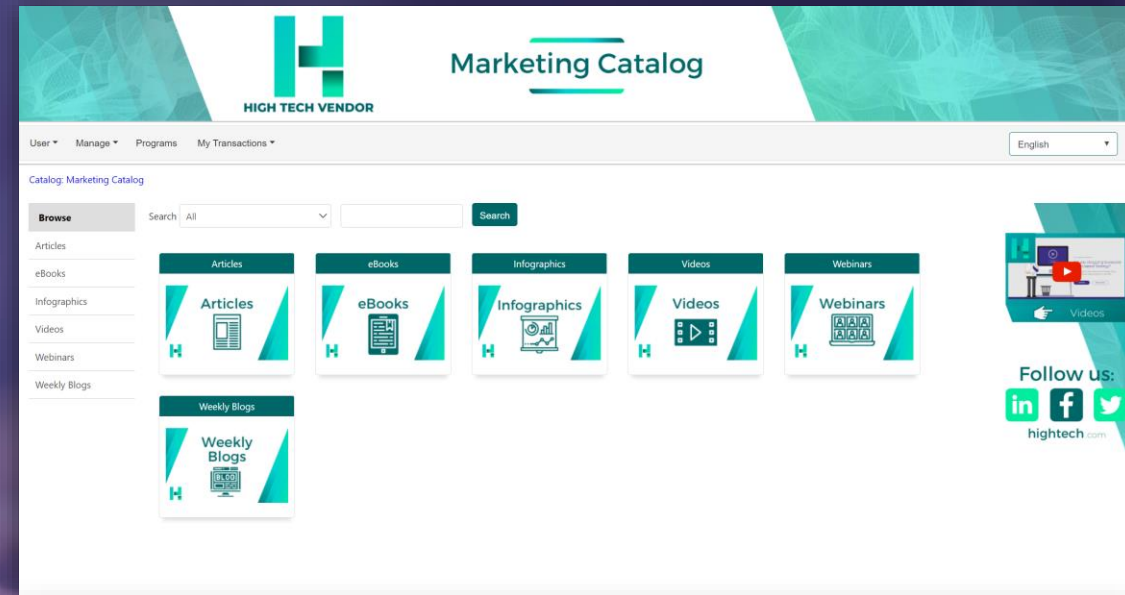
Market your portfolio of offers into your channel community

Overview:

Publish your product, services and software offers into your channel with real-time pricing, offer descriptions and other information

Key Features:

- Provides a single source of truth for your partner community
- Ensures the latest information is always available
- Structured hierarchy for intuitive viewing of your offers
- Quick search capability including cross referencing to associated products and services
- Allows pricing to be displayed
- Display images and linkage to data sheets
- Download capability to allow your channel to synchronise with their tools and systems





Pricing Programs

Transform your catalog into a powerful “real-time” pricing engine

Overview:

Configurable segmented discounts to allow you to offer differentiated pricing to your channel

Key Features:

- Enables channel pricing with segmented discounting capabilities
- Global, regional or local price lists
- Multiple currency, real-time exchange rate management
- Discount or net price capability
- Segment by offer, channel level, certification or other attributes
- Lets partners download the latest pricing
- Ensures partners stay aligned with latest pricing information
- Integration with partner systems

The screenshot displays the 'Partner Portal' for 'HIGH TECH VENDOR'. The interface includes a navigation bar with 'User', 'Manage', 'Programs', and 'My Transactions' menus, and a language selector set to 'English'. Below the navigation is a search bar and a 'Browse' sidebar with categories like Camera, Collaboration, Mobile, Networking, and PC Accessories. The main content area shows a grid of product cards, each with an image, product name, list price, suggested discounted price, and a description. A green 'Export to CSV File' button is visible on the left. On the right side, there is a 'Follow us' section with social media icons for LinkedIn, Facebook, and Twitter, and a 'This week's news' banner.

Product ID	Product Name	List Price	Suggested Discounted Price	Offer
ADSLS1	ADSL Splitter	\$8.50	\$7.91	An extra 7.00% off List Against Your Normal Discount
ADSLS18	ADSL Splitter Black	\$8.50	\$7.91	An extra 7.00% off List Against Your Normal Discount
BTH001	Stereo Bluetooth Headset	\$32.00	\$29.76	An extra 7.00% off List Against Your Normal Discount
BTH002	Bluetooth Headset with in car charger	\$30.00	\$27.90	An extra 7.00% off List Against Your Normal Discount
BTH003	Bluetooth Mono Headset Silver	\$20.00	\$18.60	An extra 7.00% off List Against Your Normal Discount
CAM001	HD Outdoor Day & Night Network Camera	\$350.00	\$325.50	An extra 7.00% off List Against Your Normal Discount
CAM002	HD Outdoor Wireless/Wired IP Camera	\$375.00	\$348.75	An extra 7.00% off List Against Your Normal Discount
CAM003	Network camera - colour (Day&Night) - 10/100 ...	\$225.00	\$209.25	An extra 7.00% off List Against Your Normal Discount



Deal Registration Programs

Build partner loyalty with your deal registration offer

Overview:

Deal registration builds trust within your partner community and at the same time provides clear visibility into the sales pipeline

Key Features:

- An online deal registration program for partners to make requests
- Control of eligible resellers, products and discounts
- Configure bespoke criteria for deal registration requests
 - Exclusivity period and percentage rebate on closure
- Formal deal registration request approval process
 - Routing to appropriate approvers
- Automated notifications on the progress of a deal
 - Email and portal notifications
- Ability to search and report on deals
 - Sales pipeline visibility
- Incentivise deal closure - Run programs to accelerate sales pipeline

The screenshot displays the 'Deal Registration Program' web interface for High Tech Vendor. The header includes the company logo and navigation menus for 'User', 'Manage', 'Programs', and 'My Transactions'. The main content area is titled 'Program: Deal Registration Program' and contains two primary sections: 'Register Deal' and 'Deal Registration'. The 'Register Deal' section includes a 'Deal Value' input field with a 'USD' dropdown, followed by 'End Customer Information' fields for 'Load Previous End Customer Company' (a dropdown), 'End Customer Name', 'Address1', 'Address2', 'City', 'State/Province', and 'Country'. The 'Deal Registration' section includes a note 'Fields marked with * are mandatory' and 'Customer Details' fields for 'Vertical Market *', 'Contact First Name *', 'Contact Last Name *', and 'Contact Phone Number *'. On the right side, there is a 'Weekly Blog' section with a magnifying glass icon and a 'Follow us:' section with social media icons for LinkedIn, Facebook, and Twitter, along with the 'hightech.com' logo.

Example dashboards

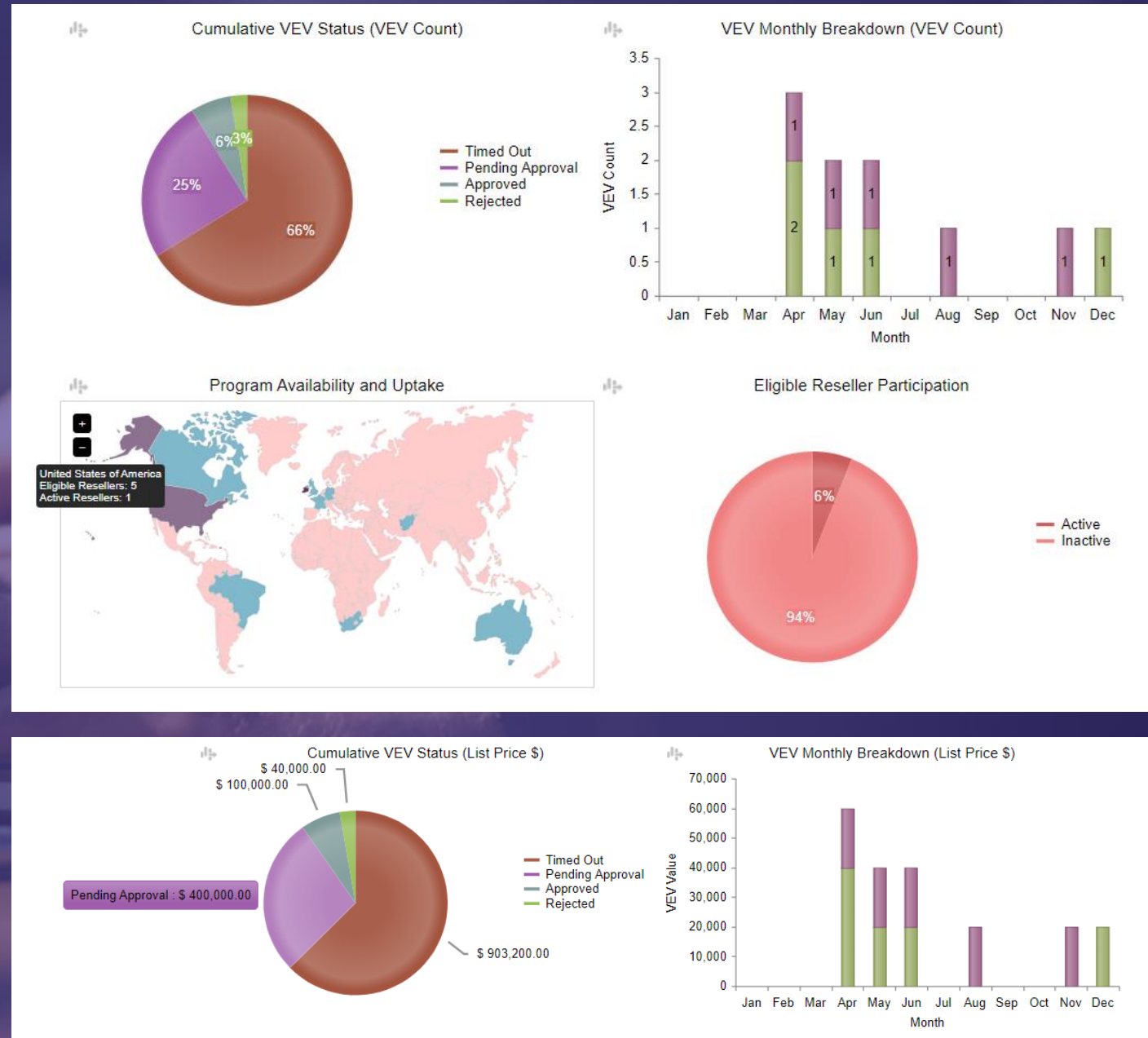
Designed to deliver real-time metrics on the performance of your channel programs

Overview:

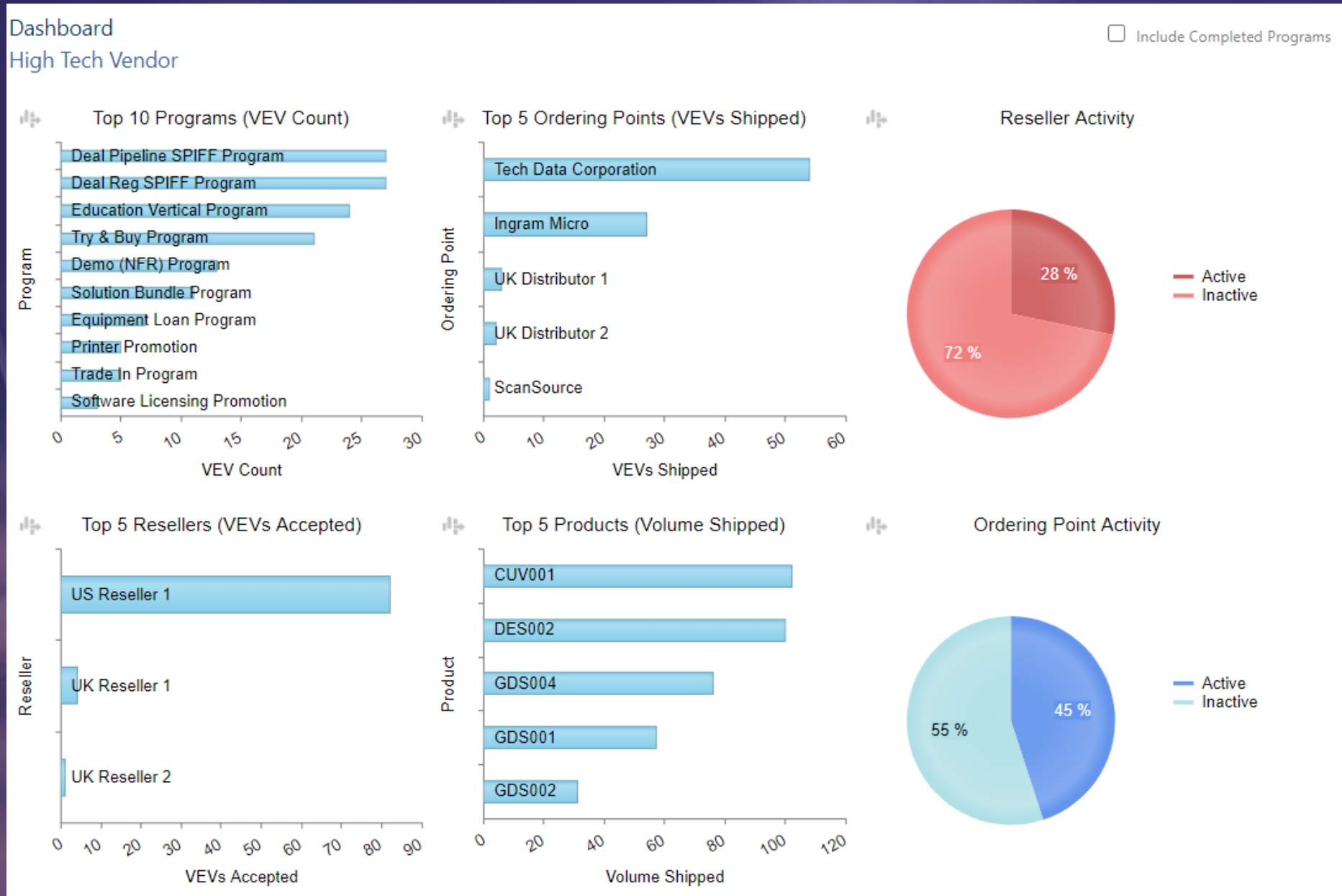
Executive style dashboard reports on partner and program performance in an easy to read graphical format. Supported by more detailed reports all of which are exportable in various formats

Key Features:

- Overall dashboard:
 - Program summary table
 - List of top performing programs
 - Charts of top resellers, distributors and products
 - Charts of reseller and distributor activity
- Program dashboards:
 - Program summary
 - Metrics on reseller and distributor activity
 - Metrics on volume, value and partner users
 - Metrics by status and timeline
 - Metrics on inactivity
 - HEATMAPs e.g. as show an Interactive world map of program availability & uptake



Dashboards showing Partner sales performance and activity



A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a dark suit jacket and a wristwatch with a white face and black leather strap. The image is overlaid with a semi-transparent blue filter. The text "Why Channel Mechanics?" is centered in white, bold, sans-serif font.

Why Channel Mechanics?

FORRESTER

Channel Mechanics feature in
Forrester®'s Channel
Software Tech stack 2021

Gartner

Channel Mechanics feature
in Gartner's 2021 Market
Guide for PRM Applications



Turns great sales ideas
into thriving
partnerships that drive
revenue.



Award Winning
SaaS



1000's
Channel Partners



10x
Average
Return on
Investment



ISO
27001 : 2013
REGISTERED

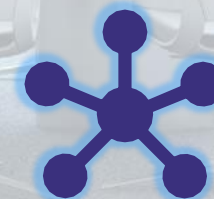
INFORMATION
SECURITY
MANAGEMENT



Global
Locations



Extensive Channel
Experience



Multiple
Verticals

\$b+

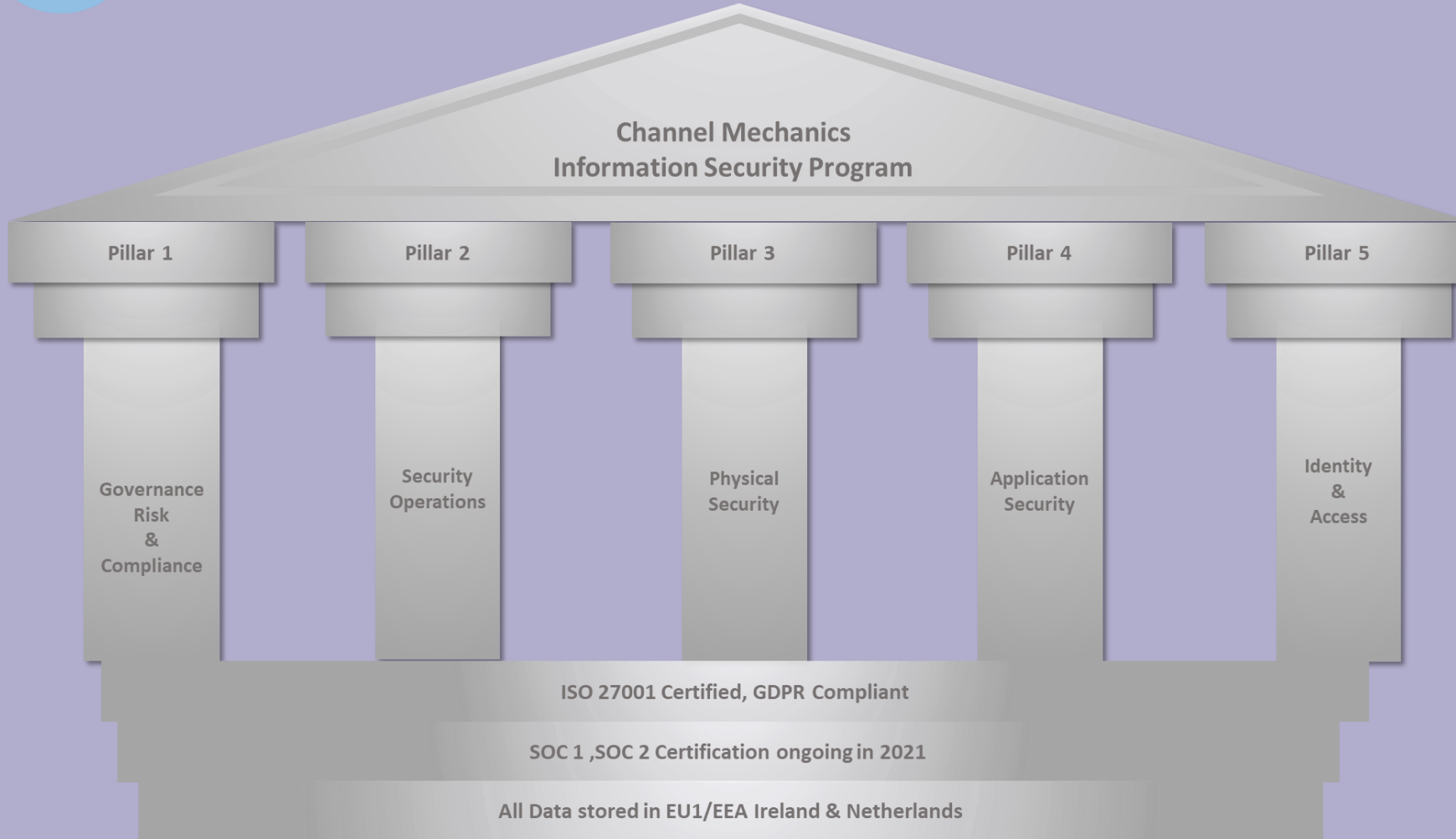
Transactions

Proven track record of success





Your secure Partner platform provider



Overview

Channel Mechanics information security strategy is executed following the five pillars shown in the diagram. This methodology ensures data protection to the highest possible standards.

- Protect sensitive company and client information (limited PII First Name, Last Name , partner email , partner ID)
- Safeguard the reputation of Channel Mechanics and its clients in the marketplace
- Maintain compliance with applicable laws and regulatory standards
- Protect the privacy of users information



Data Protection & Platform Security are our #1 Priority

www.channelmechanics.com

The benefits for vendor and your partners leveraging



Ease of doing business

Ease of doing business with partners is the core of the Channel Mechanics Platform and it ensures a simple and consistent experience for you to design, configure, launch & measure the ROI on multiple Incentives for all your different Partners.

Faster Time to market

Delivering Incentives to partners typically takes weeks but with the Channel Mechanics solution this is reduced to hours. The Platform is targeted at business users and its unique wizard driven approach allows the channel teams to launch partner updates easily and quickly. It provides real time reporting on partner interaction & allows incentives to be adjusted on the fly ensuring highest possible success rates for programs.

Budgetary Assurance

Regardless of the type of Incentives program being run for partners controlling the associated budget often proves challenging to control.

On the Channel Mechanics platform the program budget can be set and as each transaction happens the budget is decremented in real time and will never over-run. Additional funds can easily be added, and they can be segmented based on partners, geographies or other attributes as defined by the user.

Partner Differentiation

The need to differentiate your partner base has never been greater. Having the tools to be able to run Incentive programs that differentiate, and target partners based on attributes such as product, price, accreditation, add on services, geography and many others is key to take up.

A platform like Channel Mechanics that easily enables partner differentiation helps build loyalty and strengthen these partnerships in terms of the offers they can bring to the market and the resulting growth in revenue.

Market Segmentation

The ever-changing landscape of the channel ecosystem demands getting the right offer, to the right partner, at the right time. Ensuring great sales ideas are executed successfully comes down to how well the offer is delivered to the correct audience. The ability to segment the market and be very targeted with the delivery of a channel program is now a business necessity.

The Channel Mechanics platform allows you to manage variables such as products, geographies, partner types, discounts to ensure the right offer gets to the right target at the right time.

Thought Leadership

Channel Mechanics has built a strong reputation for thought leadership on many topics related to Channel Go-To-Market and particularly in the area of marketing and sales incentives.

We are renowned for our prolific publication of weekly blog articles on all things Channel and in particular our contribution to the industry on Incentives programs ranging from rebates, SPIFFs, performance, rewards and others.



We are the standard for '**Ease of doing Business**' within channel ecosystems.

We enable vendors to easily deploy their channel programs, accelerate time to market and grow their channel revenues.

With our flexible and scalable channel automation SaaS platform, vendors have the ability to execute their channel programs and measure performance in real-time providing valuable insights.

Click [demo](#) for a live **20 minute** tour with a Channel Mechanics expert to see how you can drive higher revenue and increased profitability with your Partners

www.channelmechanics.com



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