Partner Channel Management

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Increase Channel Revenue

Increase Channel Revenue

Expand Market Reach

Increase Channel Productivity

SAP Innovations

Indirect sales channels account for a growing percentage of revenue in today's volatile global economy. Best-run companies know that strengthening the partner channel is key to strengthening the business as a whole.

In tough economic times, enterprises start looking at their channel relationships more carefully. Capitalizing on partner channels is an obvious strategy to strengthen business by improving customer reach, increasing competitiveness, and maximizing the return from marketing dollars.

However, efficiently managing partner channels is challenging. Enabling partners with the right insight, incentives, and information is difficult, especially when disconnected systems and processes are consuming management time.

In addition, partners are looking for a personalized relationship that recognizes their unique value.

For vendors with hundreds (or thousands) of partners, managing this can be complex – especially when dealing with multiple products and campaigns that run simultaneously.

Despite the challenges, indirect channels are responsible for a large percentage of worldwide sales across all industries. As relationships become more strategic, companies must build new skills and reform their cultures to effectively connect and collaborate.

To effectively leverage indirect channels, best-run companies empower their partners with comprehensive, flexible, and easily extendable processes that evolve as business needs change over time.

27%

More channel managers achieve quota for top 25% organizations compared to average organizations

Source: SAP Performance Benchmarking.

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Collaborate to Expand Market Reach

Increase Channel Revenue

Expand Market Reach

Increase Channel Productivity

SAP Innovations

Streamlined and efficient collaboration is key to expanding market reach. Companies can maximize partnerships by using best-in-class channel-marketing fund management.

Delivering truly collaborative campaigns helps ensure consistent end-to-end channel service processes, sales, and marketing across the extended enterprise.

Company partnerships used to be based on a model of command and control. But in today's global economy, that method is no longer effective. To succeed in the current marketplace, companies need to adopt a model of connect and collaborate.

As relationships become more strategic on a global level, companies must build new skills – and even new cultures – to collaborate better with their partners.

Fast-paced global markets offer more opportunities for development. Business networks require a culture of connecting and collaborating with suppliers, partners, alliances, and customers.

Our solutions for partner channel management facilitate collaboration with partners to increase channel productivity, delivering consistent, end-to-end channel sales, marketing, and service processes across the extended enterprise.

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Increase Channel Productivity

Increase Channel Revenue

Expand Market Reach

Increase Channel Productivity

SAP Innovations

Increasing channel productivity means empowering partners with mission-critical information that helps them market, sell, and connect with clients.

Best-run companies provide personalized portals, so brand owners can better manage relationships, collaborate with partners, and optimize operations.

Partner channel management solutions from SAP help companies motivate partners to sell products and services more effectively and extend market reach:

- Drive indirect revenue with clear visibility into channel selling processes, inventory, pricing, and contracts
- Increase partner effectiveness with best-in-class channel marketing funds and collaborative campaign-management processes
- Increase channel productivity with consistent end-to-end channel sales, marketing, and service processes

80%

Higher active customers/ partners per channel manager for top 25% organizations compared to average organizations

Source: SAP Performance Benchmarking.

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SAP Innovations

Increase Channel Revenue

Expand Market Reach

Increase Channel Productivity

SAP Innovations

SAP software offers brand owners the latest technology for sustaining productive channel partnerships. Using integrated, uniform channel sales, marketing, and service processes, partners can achieve collaborative partner-vendor relationships that foster loyalty and help ensure customer satisfaction.

SAP software for partner channel management provides the tight process integration that allows brand owners to incorporate partner ordering activities into the e-commerce strategy, increasing revenues for both brand owners and partners.

Partners can access the system and get real-time information that enables both brand owners and partners to collaborate on brand promotion, demand generation, and campaign management activities. With access to common, cross-channel processes and the same resources used in house, partners can better leverage their personal customer relationships to promote the brand and increase revenues.

Leveraging analytics capabilities together with business intelligence (BI) support of the SAP NetWeaver technology platform, brand owners can evaluate partner sales performance, discern gaps in partner coverage, examine order and inventory flow, judge the impact of indirect marketing expenditures, and determine the profitability of service operations. And both brand owners and partners can uncover and act on business trends to make channel relationships more profitable.

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Support Partnerships from Every Angle

Solution Overview

Partner Management

Channel Marketing and MDF

Channel Sales and Partner Orders

Channel Service

Channel Analytics

Effectiveness and Insight

Why SAP?

Partner Management

Improve insights for more productive partnerships.

Channel Marketing and Market Development Funds

Drive product demand through collaboration and strengthen cooperative marketing efforts.

Channel Sales and Partner Order Management

Share information for mutual benefits and streamline order flow through channel pipelines.

Channel Service

Increase channel business value through customer service.

Channel Analytics

Sharpen insights into channel business success.

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Partner Channel Management

Solution Overview

Partner Management

Channel Marketing and MDF

Channel Sales and Partner Orders

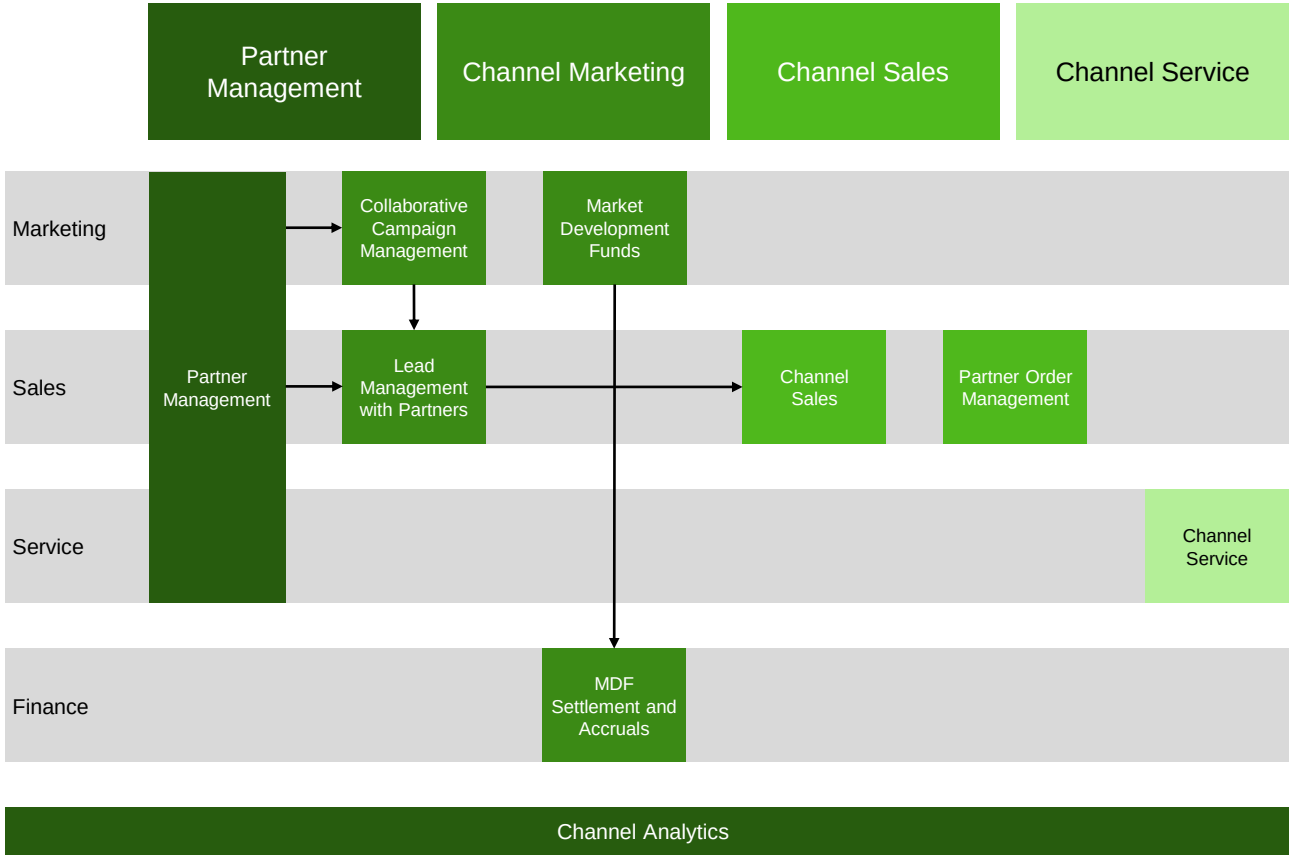
Channel Service

Channel Analytics

Effectiveness and Insight

Why SAP?

SAP solutions that support channel partnership capitalize on integrated processes to strengthen partnerships, optimize operations, and increase loyalty.



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Partner Management

Solution Overview

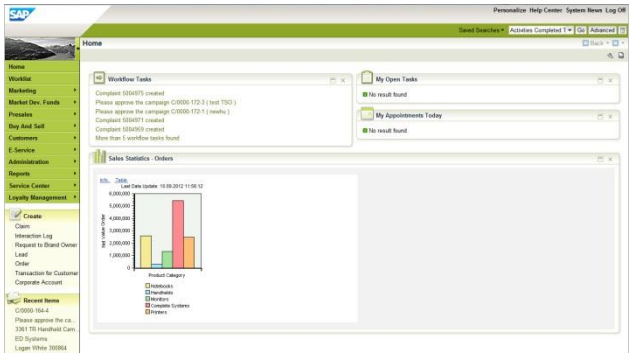
Partner Management

Capabilities

Benefits

SAP Innovations

Partner management solutions from SAP increase channel productivity while reducing channel costs. Our solutions elevate partner satisfaction to increase customer satisfaction.



Effective partner management empowers executives to maximize channel relationships by streamlining and strengthening partnerships. The result: More robust partner lifecycles and more profitable and loyal channels.

SAP solutions allow companies to optimize channel coverage, reduce time to value with new partnerships, and view partners from a 360-degree perspective.

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Better Insights Increase Productivity

Solution Overview

Partner Management

Capabilities

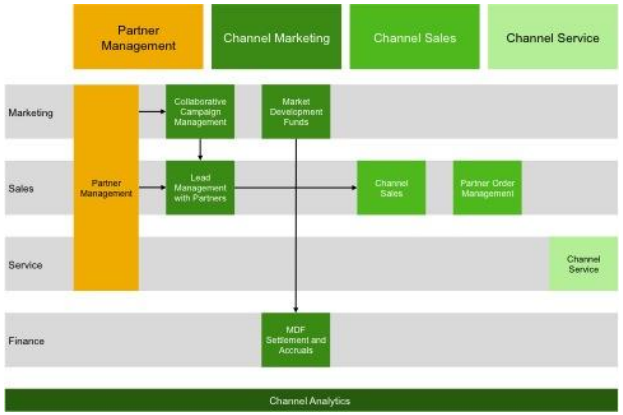
Benefits

SAP Innovations

SAP software for partner management allows companies to optimize every angle of partner-channel relationships, from recruiting new partners to managing the entire partner lifecycle.

With our solutions, companies can match the right opportunities to the right partners. Once those relationships are established, our software empowers partners to help ensure a smooth ramp-up process.

Then, we help companies manage the rest of the partner lifecycle, including training and certification, planning and forecasting partner business objectives, sales compensation planning and administration, and partner networking.



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Solution Overview

Partner Management

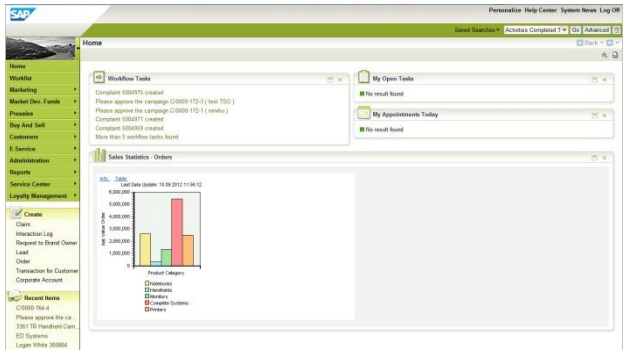
Capabilities

Benefits

SAP Innovations

Provide Transparency and Insight into Channel Business

Create a more profitable and loyal channel by streamlining and strengthening channel partnerships throughout the partner lifecycle.



Companies can increase sales channel productivity by supporting partners with the tools and training they need to help build the brand.

SAP software for partner management empowers enterprises to increase partner satisfaction and effectiveness by creating transparency and providing partners with real-time information that can help drive brand business.

Channels' costs can be reduced by streamlining interactions across partner channels and by sharing the insights from that process.

21%

Of organizations can segment customers based on lifetime value and offer tiered service across different channels

Source: SAP Performance Benchmarking.

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Innovations for Partner Management

Solution Overview

Partner Management

Capabilities

Benefits

SAP Innovations

SAP innovations create more productive partnerships by improving insights from all angles.

Customer Relationship Management

SAP software for partner management includes a set of applications based on SAP CRM that allows companies to better manage partner lifecycles. That includes recruiting, ramp-up and management of channel partners.

By giving brand owners better visibility into channel interactions, our software promotes satisfied and productive partners. More satisfied partners mean more satisfied customers and lower channel-support costs.

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Channel Marketing and MDF

Solution Overview

Channel Marketing and MDF

Capabilities

Benefits

SAP Innovations

SAP solutions extend market reach and drive product demand through partners, while ensuring visibility, marketing effectiveness of brand consistency, efficient fund management, and partner loyalty.

Our software for channel marketing provides collaborative tools to invigorate brand promotion, drive product demand, and manage joint campaigns.

SAP solutions provide partner access to the same resources used by in-house marketers to increase impact and maximize market reach and revenue.

Then, our solutions for market development funds (MDF) help distribute funds to channel partners, while ensuring that activities align with business strategies.

User-friendly, self-service tools let partners submit claims that you can validate, approve, and settle. That results in timely, financially compliant reimbursements.

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Collaborate to Drive Demand

Solution Overview

Channel Marketing and MDF

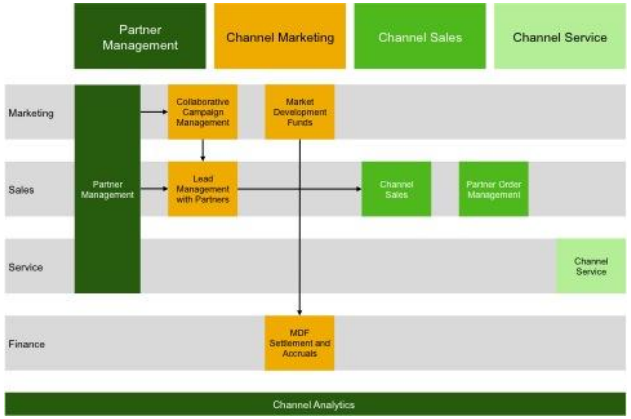
- **Capabilities**
- Benefits
- SAP Innovations

SAP software for channel marketing increases partner effectiveness and efficiency in any market.

Our solutions offer support for best-in-class channel marketing capabilities, including cross-channel collaborative campaign management.

Comprehensive, closed-loop lead management solutions help capture, qualify, route, and manage sales leads.

Then, our solutions for market development funds give partners incentives to drive marketing activities and increase partner loyalty. This is achieved through an end-to-end process that covers planning, marketing, activity management, fund approvals, claims, and settlements.



At the same time, our solutions help ensure financial compliance and timely reimbursement.

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Solution Overview

Channel Marketing and MDF

Capabilities

Benefits

SAP Innovations

Drive Product Demand and Strengthen Collaborative Marketing

SAP software helps businesses and partners run campaigns in a cohesive way to boost demand generation and extend market reach – while minimizing fraud and keeping the brand consistent and compliant.

SAP software for channel marketing and MDF helps businesses support partners with the same resources and expertise used by in-house marketers.

Sales professionals can drive growth in market share by enabling channel partners to reach markets that haven't yet been penetrated.

Qualified leads generated per campaign population can be increased when channel partners are empowered to target their customers with campaigns carrying an owner's brand.

Businesses can improve customer retention and loyalty by targeting customers directly – over in-house or indirect channels – to support a brand.

Then, companies can reduce marketing costs with real-time claim creation and approval against the available budget.

Gaining transparency into activities and costs with a real-time overview of the budget helps increase customer interactions that lead to sales.

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Innovations for Channel Marketing and MDF

Solution Overview

Channel Marketing and MDF

Capabilities

Benefits

SAP Innovations

SAP innovations drive product demand and increase brand consistency and collaborative marketing efforts.

Customer Relationship Management

SAP software for channel marketing includes a set of applications based on SAP CRM that enables you and your partners to collaborate on brand promotion, demand generation, and campaign management.

Offering access to common, cross-channel campaign management processes and the same resources used by in-house marketers, the solutions enable partners to better leverage their personal customer relationships to promote the brand.

In addition, solutions for market development funds (MDF) can increase the effectiveness of channel marketing expenditures by efficiently allocating budgets to channel partner marketing activities.

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Channel Sales and Partner Orders

Solution Overview

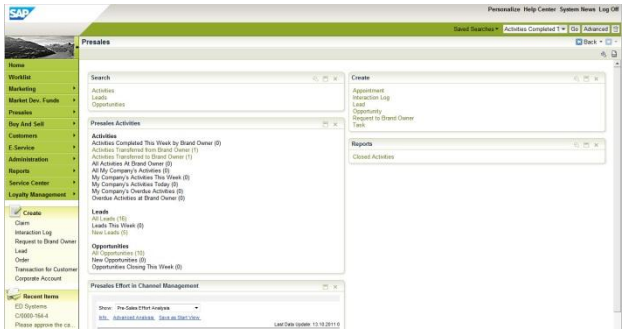
Channel Sales and Partner Orders

Capabilities

Benefits

SAP Innovations

SAP software for channel sales and partner orders maximizes margins with real-time visibility and control, allowing you to streamline order management and reduce pricing and payout errors.



Optimizing channel sales efforts is key to more effective selling. SAP software for channel sales and partner orders empowers companies to maximize cross-channel sales efforts.

Partner orders allow brand owners to integrate partners into ordering activities to align with e-commerce strategies. With our software, partners can use convenient online ordering, inventory, pricing, and contract management processes.

At the same time, brand owners get visibility into – and control over – the same processes.

Online order management means fulfillment is faster, leading to increases revenues for brand owners and partners.

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Empower Partners to Optimize Sales

Solution Overview

Channel Sales and Partner Orders

Capabilities

Benefits

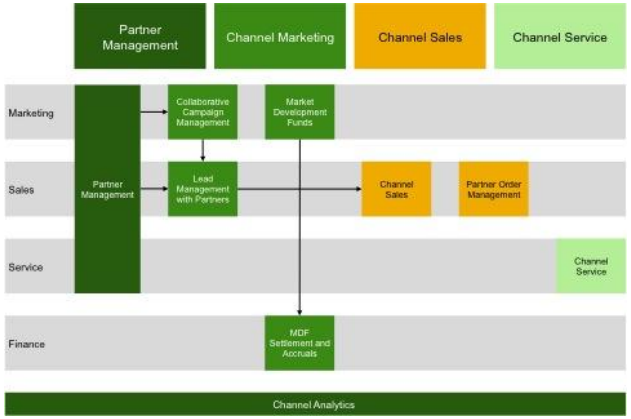
SAP Innovations

SAP solutions deliver clear visibility into channel sales, providing the control needed to improve close rates.

Comprehensive account and contact management incorporates customer data into sales processes. Activity management facilitates collaborative tracking. Plus, opportunity management provides rule-based routing to identify best-fit partners.

Then, our solutions for partner order management optimize ordering to incorporate partners into e-commerce strategies.

We accomplish this in several ways. Quotation and order management allows online quoting and ordering. Interactive selling and configuration finds the best products and services. Pricing and contract processes allow management of personalized pricing and contracts.



Point-of-sale (POS) and channel inventory provide visibility using data capture and reconciliation. A collaborative showroom allows customers to buy from across the partner network. And finally, distributed order management allows distribution of orders to partners for fulfillment.

24%

More channel managers hit quota with sales pipelines optimized to ensure that opportunities are actively pursued

Source: SAP Performance Benchmarking.

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Optimize and Integrate Channel Sales and Partner Ordering

Solution Overview

Channel Sales and Partner Orders

Capabilities

Benefits

SAP Innovations

SAP software for channel sales and partner orders turns isolated activities into collaborative tools, allowing you and your partners to track and manage accounts and to engage in joint selling.

SAP software for channel sales maximizes direct revenue by ensuring that opportunities are routed to best-suited partners to achieve success.

In addition, our solutions increase channel productivity by providing partners with the same information and tools used by the inside sales force. Together, brand owners and partners can use our software to track and manage sales activities and accounts, route sales opportunities to best-fit partners, and engage in joint selling.

This kind of transparency empowers partners to build brands and increase revenue.

With SAP software for partner order management, businesses can drive indirect revenue by providing clear visibility into – and control over – channel-selling processes, including inventory, pricing, and contracts.

Our support for end-to-end processes strengthens partner channels and inside sales for increased channel productivity and improved lead to cash.

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Innovations for Channel Sales and Partner Orders

Solution Overview

Channel Sales and Partner Orders

Capabilities

Benefits

SAP Innovations

SAP software transforms isolated sales activities into collaborative tools and streamlines order flow through pipelines.

19%

Higher sales target achieved through collaborative opportunity management

Source: SAP Performance Benchmarking.

Customer Relationship Management

SAP software for channel sales and partner orders includes a set of applications based on SAP CRM that empowers partners to engage in sales activities with brand owners.

By giving brand owners and channel partners the ability to share information and processes, our software offers mutual benefits that result in faster close rates and increased sales revenue.

Partners can use convenient online processes for ordering, inventory, pricing, and contract management.

Plus, online order management means faster fulfillment, resulting in increased revenues for both brand owners and partners.

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Channel Service

Solution Overview

Channel Service

Capabilities

Benefits

SAP Innovations

SAP software for channel service offers functions to lower channel support costs while helping partners provide consistent and timely service to customers.

SAP software helps partners track and manage important information, such as service orders, service representative availability, warranties and claims, and complaints and returns.

The solutions also enable partners to research and resolve customer problems quickly by providing them with easy access to FAQs and solution databases as well as live, online assistance from brand owners.

By giving partners the resources to address problems and manage ongoing relationships, businesses can lower channel support costs and increase satisfaction. That way, partners can provide customers with reliable and timely service.

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Use Customer Service to Increase Value

Solution Overview

Channel Service

Capabilities

Benefits

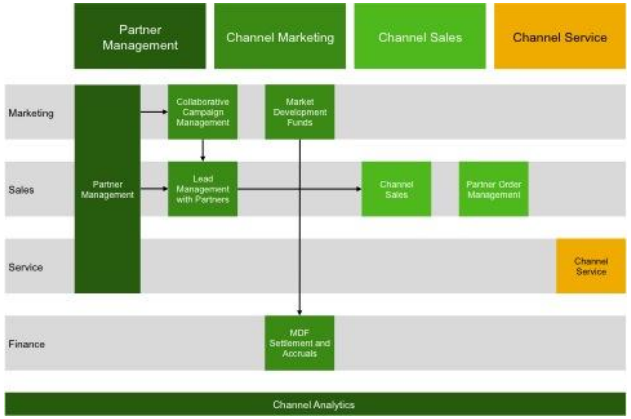
SAP Innovations

SAP software for channel service provides problem-resolution functions for partners in multiple ways.

Knowledge management allows partners to research and resolve customer service problems, while live support provides partners with immediate assistance from a Web site.

Service order management enables partners to manage and track service reps and their availability, as well as to create and manage service orders.

Warranty and claims management enable partners to check and manage warranties and claims.



Complaints and returns management enables partners to log and manage complaints and returns online.

15%

Lower cost per interaction where multichannel commu-nication is leveraged to optimize customer contact

Source: SAP Performance Benchmarking.

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Solution Overview

Channel Service

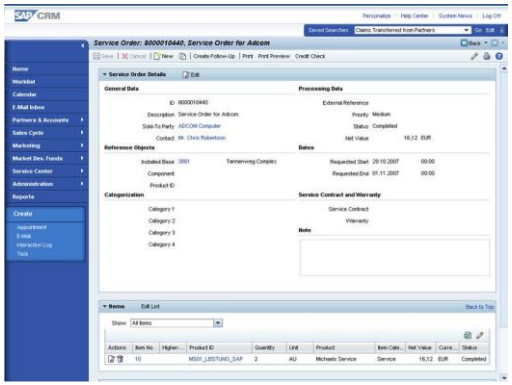
Capabilities

Benefits

SAP Innovations

Increase Channel Business Value Through Customer Service

SAP software for channel service lowers channel support costs while increasing customer satisfaction.



Businesses can reduce customer service and support costs by eliminating overhead from turnover of local service technicians. SAP solutions help do this by leveraging external support to cover a larger geographical service area.

Our solutions also help enterprises improve service level–agreement compliance by providing the additional resources and flexibility needed to respond to fluctuating demands in customer service.

11%

Lower operational costs per FTE when channel mix is managed to drive interactions to lower-cost alternatives

Source: SAP Performance Benchmarking.

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Innovations for Channel Service

Solution Overview

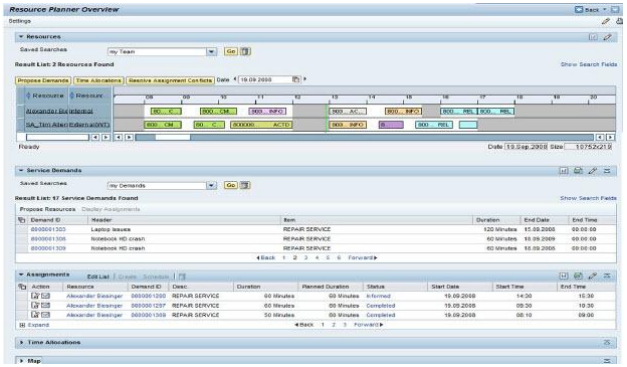
Channel Service

Capabilities

Benefits

SAP Innovations

SAP innovations for channel service deliver problem-resolution functions to partners to allow better customer service.



Customer Relationship Management

SAP software for channel services includes a set of applications based on SAP CRM that enables brand owners to help partners track and manage service orders, service representative availability, warranties and claims, and complaints and returns.

Our software gives partners access to FAQs, a solution database, and live, online assistance from brand owners, so customer problems can be resolved quickly.

By giving partners the resources to manage ongoing relationships, brand owners can lower their channel support costs, while increasing partner and customer satisfaction. That means partners can provide customers with reliable and timely service.

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Channel Analytics

Solution Overview

Channel Analytics

Capabilities

Benefits

SAP Innovations

SAP software for channel analytics provides comprehensive transparency into channel business to turn insights into action.

SAP solutions help you measure the success of channel partnerships.

Our analytics offer visibility into channel operations. That way, you can evaluate partner sales performance, discern gaps in partner coverage, examine order and inventory flow, judge the impact of indirect marketing expenditures, and determine the profitability of service operations.

In addition, both you and your partners can uncover and act on business trends to make channel relationships more profitable. With immediate access to meaningful information, the right improvements can be made to optimize channel performance as business needs evolve.

25%

Lower days sales outstanding where key order metrics can be analyzed across customer, order, geography, and product line

Source: SAP Performance Benchmarking.

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Sharpen Insight into Channel Business

Solution Overview

Channel Analytics

Capabilities

Benefits

SAP Innovations

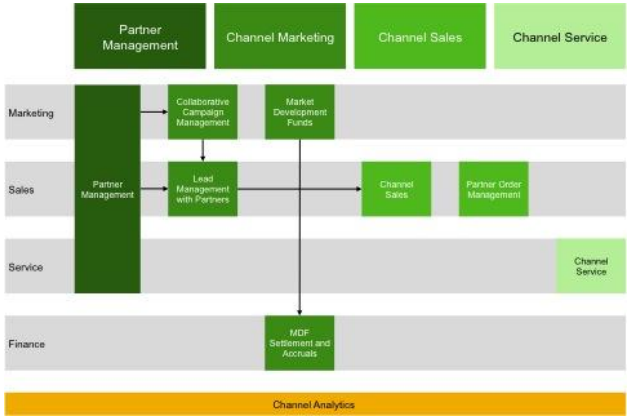
SAP software for channel analytics provides comprehensive analytics that can help you and your partners optimize business. Analysis based on what-if scenarios puts valuable insights at your fingertips.

Channel coverage and partner lifecycle analysis provide partner coverage and performance insights.

Channel marketing analysis helps identify the effectiveness of indirect marketing expenditures.

Channel sales analysis helps you view the impact of sales efforts on indirect revenue.

Partner order management analysis provides insights into order and inventory flow.



Channel service analysis helps you gain insights into service activity throughout the service lifecycle.

20%

Higher revenue per employee in organizations using information to identify competitive advantages

Source: SAP Performance Benchmarking.

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Analyze and Act on Channel Business Trends

Solution Overview

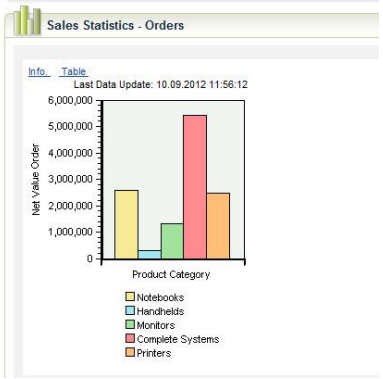
Channel Analytics

Capabilities

Benefits

SAP Innovations

SAP software for channel analytics provides businesses and their partners with comprehensive, readily accessible insights.



Enterprises can increase sales through indirect channels with access to real-time sales information instead of targets.

Improved marketing effectiveness can be achieved with transparency on lead conversion rates and marketing expenditures across your enterprise as well as indirect channels.

Businesses can help ensure coverage with real-time analysis of where partners are successfully promoting your brand and where additional coverage is needed.

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Innovations for Channel Analytics

Solution Overview

Channel Analytics

Capabilities

Benefits

SAP Innovations

SAP innovations provide analytics that offer visibility into channel operations.

Customer Relationship Management and BI

SAP software for channel analytics includes a set of applications based on SAP CRM that leverages the business intelligence (BI) support of the SAP NetWeaver technology platform to provide actionable insight into channel operations

With our software, you can evaluate partner sales performance, discern gaps in partner coverage, examine order and inventory flow, judge the impact of indirect marketing expenditures, and determine the profitability of service operations.

With immediate access to meaningful information, you and your partners can uncover and act on business trends and make timely improvements to optimize channel performance.

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Sales Effectiveness and Insight

Solution Overview

Partner Management

Channel Marketing and MDF

Channel Sales and Partner Orders

Channel Service

Channel Analytics

Effectiveness and Insight

Why SAP?

SAP software that support channel partnership capitalize on integrated processes to strengthen partnerships, optimize operations, and increase loyalty.

Definition and Execution of Sales Strategy	Sales Planning and Monitoring	Territory Management	Sales Performance Management	Incentive and Commission Management	
Collaborative Order to Cash	Package and Solution Business	Contract and Order Management	Price and Margin Management	Commodity Sales	Collaboration
Selling Through Contact Center	Inbound Contact Centers	Outbound Contact Centers	Order Capture Through the Contact Center	Customer Acquisition Through the Contact Center	Real-Time Offer Management
Collaborative Sales Force Automation	Collaborative Pipeline and Lead Management	Customer Activity Planning	Sales Collaboration with SAP JAM	Sales Intelligence with Inside View	Sales on Demand
Mobile Sales	Comprehensive Mobile Sales Solutions	Lite Mobile Sales Solutions			
Partner Channel Management	Partner Management	Channel Marketing and MDF	Channel Sales and Partner Orders	Channel Service	Channel Analytics
Web Channel	E-Sales	E-Marketing	E-Service		
Billing and Revenue Innovation Management	Convergent Mediation	Convergent Charging	Convergent Invoicing	Customer Financial Management	Customer Usage Analytics

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Why SAP?

Solution Overview

Partner Management

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Effectiveness and Insight

Why SAP?

With SAP software for partner channel management, organizations can increase channel revenue and partner loyalty, reduce channel support costs, and help ensure that channel marketing-funding programs are legally compliant.

Increase Margins in the Channel

Maximize channel-driven margins and revenue with real-time visibility into, and control over, channel inventory and pricing.

Drive Revenue in the Channel

Increase revenue through optimized online ordering processes that enable your partners to easily find the best product and service to meet end-customer needs.

Reduce Channel Support Costs

Provide partners with self-service tools and processes across breadth of marketing, sales, and service eliminating manual, error-prone business processes.

Optimize Channel Marketing

Automatically and intelligently allocate channel-marketing funding to your best-performing partners.

Gain Visibility into End Customers

Provide a 360-degree view of customers served through the indirect channel, enabling increased cross- and up-selling opportunities.

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