

Leverage data management to connect and drive channel revenue

Three elements of effective channel data management

In **recent research** commissioned by Model N, high-tech executives agree that channel data benefits departments besides the channel team. At the same time, most high-tech executives believe they could improve their own data management and analytics capabilities.

But there's more to channel data management (CDM) than simply managing and analyzing data. In the webinar, "**Turn Channel Data Management into a Competitive Advantage**," experts from Model N share how you can leverage your CDM processes to engage channel partners, improve data stewardship, and make better revenue decisions.

Data stewardship: Elevate your data quality standards

To be successful, you need to stop thinking of CDM as a pass-through solution. The role of effective CDM is not just to forward the data from the reporting partner to the manufacturer, but to really "stand behind the data." That's what we mean when we talk about data stewardship. Validation for consistency, submission schedule management, data scoring, and customer matching are all important aspects of stewardship. Effective CDM solutions are therefore proactive and sufficiently equipped to enrich the data.

Partner experience: Drive behavior and delight your channel

The other side of obtaining the data is, simply put, more human. You need to incorporate active partner management to ensure the highest quality of data on which you can

base business decisions. This is why having a channel partner portal is important. It's essentially your source of truth for channel teams, revenue teams, and the entire ecosystem that you're cultivating. Even more impactful is pairing the partner portal with other key elements to drive performance in the channel, including market development funds, incentive and rebate management, and channel management for ship and debits.

Actionable insights: Gain channel intelligence on revenue, incentives, and margin

To turn data into insights that can drive sales, revenue, and profitability, you need to empower your team with channel intelligence. This requires end-to-end tracking that matches inventory and point-of-sale to all applicable attributes, then maps them back to your revenue operations to manage channel incentives and other core elements. This needs to align with the thousands of products in your catalog, as well as the various end segments and end customers, and should also include partners and different tiers.

Watch the on-demand webinar to learn more about these three elements of effective CDM – and how Model N can help you put them into practice at your organization.

Learn how you can turn CDM into a competitive advantage.