

6 WAYS IMPARTNER SOLVES NO. 2 CHANNEL MANAGEMENT PROBLEM

Program compliance is widely ranked as a top issue for channel managers, 2nd only to channel conflict. Impartner's new Program Compliance Manager solves for the following specific challenges identified in a global program compliance study of channel professionals and strategists.

1

Problem:
Nearly all channel programs face this issue as there is no true out-of-the-box solution available to help with program compliance—81% of channel programs support multiple attainable tiers or program types with different compliance metrics.

Solution:
Impartner's Program Compliance Manager is the first solution of its kind to automate program status assignment while also letting partners check their status in a "frequent flyer" style display.

2

Problem:
Evaluating, calculating and determining partner tier placement is largely a manual process. 72% of channel teams say it requires at least 3 individuals and an average effort of 60 hours per quarter.

Solution:
Program Compliance Manager automates tier placement by giving you the ability to create, edit, delete, configure and manage tier structures, all in a code-free interface.

3

Problem:
Communicating tier status is often manual—53% of channels with tier attainment programs present tier status to partners in ad hoc manner.

Solution:
Portal users can see their tier status so they can always know exactly where they stand, along with being tied to PRM workflows so that you can immediately alert partners upon any status change.

4

Problem:
Manual evaluation process is prone to errors in tier assignment—60% of channel leaders are not confident that all of their partners are assigned to the correct tier.

Solution:
Tier structures within Program Compliance Manager automate calculation and tier assignment on the cycle time (daily, monthly, quarterly, annually) that you specify.

5

Problem:
Inaccurate tier assignment often leads to overpaying commissions—78% of those who aren't confident in tier assignment accuracy say they may be mistakenly overpaying their partners by up to 20%.

Solution:
Tier status and associated benefits are clearly assigned and communicated to partners through Program Compliance Manager, solving many issues like not having to pay gold benefits to silver partners.

6

Problem:
With a manual compliance process, it's difficult to understand the impact of any adjustments to tier attainment requirements.

Solution:
Program Compliance Manager includes a "What If," feature to try out various scenarios and evaluate the balance of how partners will be affected between tiers before finalizing the changes.

