



VS



Channel Data Management (CDM) Application

Unlocking the value from your channel sales and inventory data



WHAT FACTORS SHOULD YOU CONSIDER BEFORE MAKING A DECISION?



FINANCIAL

How much does it cost to build your own CDM solution? Does the ROI justify the investment?



OPERATIONAL

Is it easy to build and manage your own CDM solution? What operational efficiency should you expect?



BUSINESS VALUE

Business benefits of buying a 3rd party CDM solution versus developing capabilities in-house

THE E2OPEN ADVANTAGE

	Consideration	In-house IT Systems for CDM	E2open CDM Application
FINANCIAL	ROI	30% to 50%	197%
	Payback period	Months	Weeks
	Resources required	Scale dependent	70% less than in-house
OPERATIONAL	Data acquisition	Restricted formats	All formats/protocol
	Data validation and enrichment	Limited validation	Industry standard; customer specific
	Data processing time	Weekly/monthly	Less than 15 minutes from receipt of file
	Data processing accuracy	60% to 70%	Guaranteed 98%
	Partner identification accuracy	60% to 75%	Guaranteed 98% (E2open's Global Channel Directory: 2.5M+ partners)
	Data granularity	Incorporation level data	Store and SKU level data
	Exception resolution	Resolution time frame: 2-3 weeks Exception rate: 15+20%	Fast resolution due to automated matching algorithms + highly efficient data steward services (Exception rate as low as 0.5%)

E2open customers who replaced their in-house systems have experienced the following benefits:



Reduction in data errors by 99% within 3 months



Annual sales growth by 5%



Reduction of incentive overpayment by 15% on average



Reduction in time to pay incentives from 2-3 months to 30 days



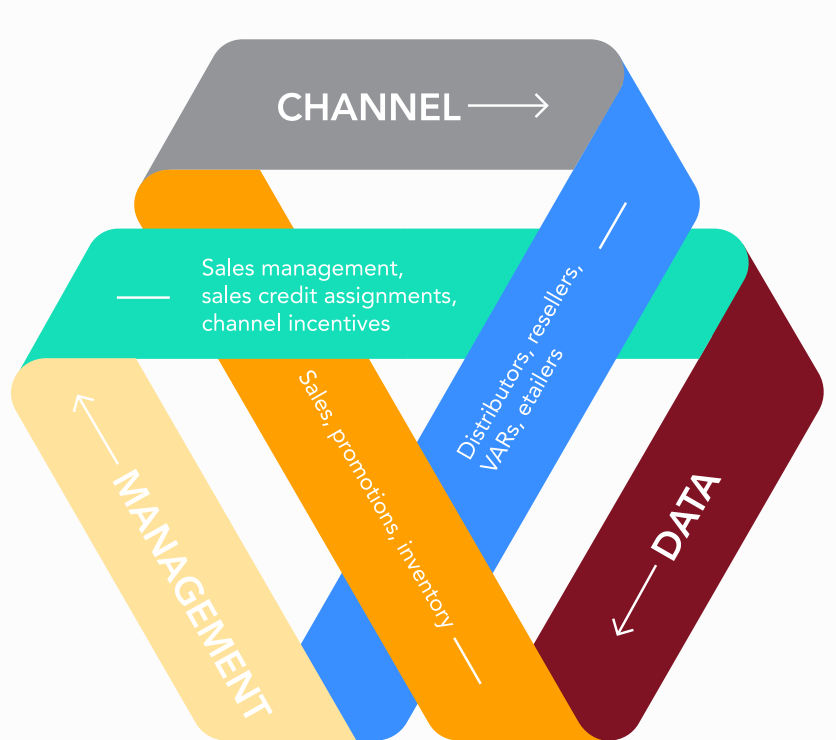
21% increase in ability to calculate claims



52% drop in inventory



10X more ability to course correct with depth of granular data



THE E2OPEN ADVANTAGE:

Complete Channel Visibility
+
Smarter Channel Management

