

Partnerflow™

Freedom to Focus

The Partnerflow Back Office solution ties demand fulfillment to demand creation, making the entire closed-loop process available to the people who need the information most — customer-facing representatives.

Based on hundreds of hours of best-practices discussions with electronic component manufacturers and their distributors and rep firms, Partnerflow provides a front-to-back collaborative environment that enables true sales channel optimization.

Sales channel optimization streamlines communication for the entire demand chain through shared, real-time data and powerful analysis tools. Partnerflow gives both direct and extended sales channel partners the *freedom to focus on selling*.



Partnerflow Value

Partnerflow customers will gain value from the solution through:

Decision Support that Drives Customer Satisfaction

With the connection of demand fulfillment information to demand creation, Partnerflow becomes the single source for high quality, up-to-date information. The extended sales channel tracks activity, wins designs, and follows through using Partnerflow so that at any time anyone can quickly and accurately respond to the customer's needs.

Accurate Split Tracking

Starting with simplified split tracking and concluding with accurate commission reconciliation, Partnerflow ties demand fulfillment to the original demand creation effort. As a result, incentives are consistently provided to the right demand-creating organizations.

Global Margin Protection

Partnerflow's pricing decision support and analysis tools, plus comprehensive tracking of the Ship & Debit process, give clients the data needed to optimize current and future prices and margins.

Forecast Accountability

As each shipment appears in Partnerflow, data showing the performance to forecast by customer, opportunity, or product becomes more precise.



The Partnerflow Back Office streamlines critical sales processes to enable effective collaboration, thereby driving design activity and revenues, improving data quality for decision support, and reducing overall cost of sales. Major areas of functionality include:

📦 Invoice/ Shipment/ POS Tracking

By bringing key sources of demand fulfillment information into Partnerflow and matching them to existing sales opportunities, manufacturers gain:

- Improved understanding and visibility to distributor activity
- Single source to see fulfillment information tied back to the related opportunities
- More precise performance to forecast analysis
- **Resulting Value:** Superior demand chain visibility

📦 Ship & Debit

Partnerflow tracks requests for Ship & Debit Authorization and automates the reconciliation of distributor Debit Memos or POS with approved Ship & Debit Authorizations. The Ship & Debit process allows:

- Easy identification of appropriate credit amounts
- Simplified bill back processing
- Accurate forecasting of estimated liability
- **Resulting Value:** Margin protection through accurate tracking and reconciliation of ship & debits

📦 Split Tracking/Commission Reconciliation

The process of ensuring that the right people get the right compensation is tied to the opportunity so that at each stage split information can be kept up-to-date. With accurate split information, manufacturers gain:

- Efficient handling of both external and internal commission payments
- Increased loyalty from fairly compensated partners
- Better visibility to demand creation and fulfillment data for quick resolution of disputes
- **Resulting Value:** Increased revenues and decreased administrative costs

📦 Executive Dashboard

The executive dashboard provides unrivalled decision support with its global view of all the past, current, and forecasted data in Partnerflow. By customizing and reviewing the dashboard, decision makers have the information necessary to:

- Better avoid pitfalls and capitalize on opportunities
- Identify administrative issues and successes
- Develop better product positioning strategies
- **Resulting Value:** Quick visibility to the complete state of the sales channel

📦 Price Analyzer

With customizable views of the frequency and quantity of each quote and shipment at a given price, decision makers gain valuable insight so that they can:

- Provide faster, more reasonable responses to incoming requests for quote
- Make informed decisions for special pricing consideration
- See global customer and market views on pricing
- Identify and prevent unnecessary price drops
- **Resulting Value:** Savings through margin protection and the slowing down of ASP degradation

📦 Reporting

Back office reporting both facilitates the process of defining and sharing compensation data and provides improved accountability and visibility into the sales channels' efforts. Both allow for:

- Timely payment of the right amounts to the right people for increased loyalty and performance
- Proactively addressing channel effectiveness in areas such as sales support, engineering support, and competitive objection handling
- Maintenance of tighter sales metrics
- Ability to work collaboratively to achieve sales performance excellence as well as increased channel and customer satisfaction
- **Resulting Value:** Increased sales channel accountability and reduced sales costs



What Our Customers Are Saying

"Partnerflow meets our needs as a design-intensive thermal solutions provider without requiring customization. We anticipate substantial efficiency gains and better visibility into contract manufacturer, distributor, and overseas sales activities, and end customer demand."

George Davison,
VP Sales and Marketing,
Aavid Thermalloy, LLC



"Partnerflow's solution allows us to create the consistency and control we need in our sales processes going forward. The fact that it is specifically geared to the unique needs of a components sales organization means that OpNext can be up and running swiftly without impacting our customer service and sales process in any way."

Mike Chan,
EVP Product Marketing &
Business Development,
OpNext



Innovative Approach

Colabranet has delivered a fundamentally different solution using the principle that **all selling partners need to be fully empowered in order to be successful**. As the accompanying graphic shows, other software solutions focus on resolving the sales channel management needs of the manufacturer and then rely on the manufacturer to drive the solution down to their partners. This philosophy - and its outcome - is detrimental to the industry as a whole. Channel partners avoid adopting the generic solution because of the cost and difficulty of brokering data for several different manufacturers with several different solutions. Manufacturers receive stale and compliance-based data, and over time, suffer lower revenues as their channel partners are drawn farther away from the customer and closer to non-value add administrative tasks.

With Partnerflow, channel partners collaborate using a singular, intuitive interface that allows them to generate reports and submit compensation-related requests that match the requirements of the diverse set of manufacturers on their line card. Similarly, manufacturers receive up-to-date information from their channel partners in a standardized format, allowing for more seamless data analysis for decision support in the areas of credit assignments, pricing, and product marketing. Partnerflow unites each partner's efforts in order to present a **single, clear view of the real information**.

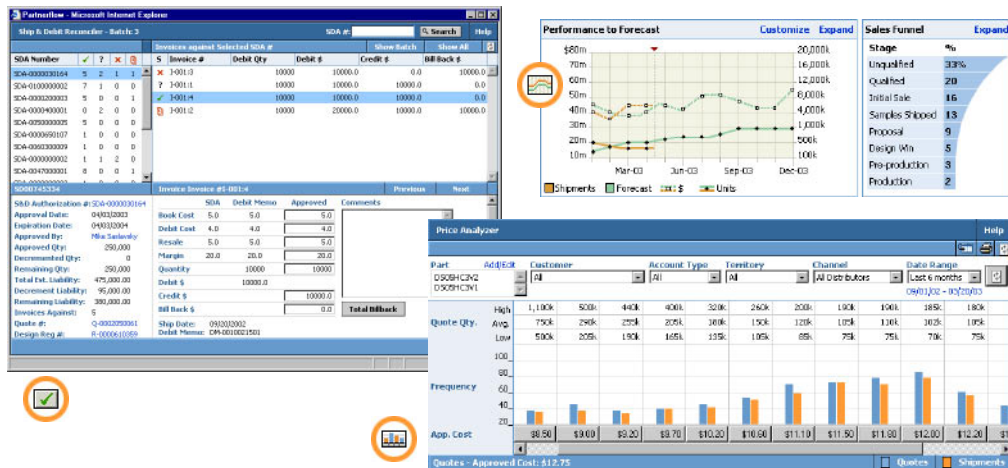
In addition to providing channel partners with more time and the freedom to focus on selling, Partnerflow opens visibility to the customer and competitive environment, resulting in more effective multi-line selling strategies. The ease and detail with which information can be presented to manufacturers establishes higher value and broader mind share for the channel partner with their line card. Collaborative capabilities increase opportunity identification and close rates, producing competitive advantage.

The Partnerflow Advantage

Partnerflow's industry-specific solution is practical, useful and cost-effective. It offers:

Partner Management/Collaboration – Supports collaboration so that all members of the channel get immediate value from the solution

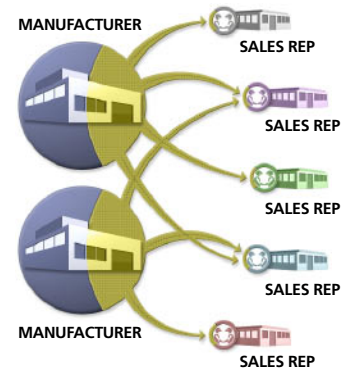
Functionality/Ease of Use – Industry-specific functionality – like tying shipments to sales opportunities, reconciling commission and ship and debits, and analyzing pricing and forecasting data – is intuitive and easy to use whether connected to the Internet or offline



Low Total Cost of Ownership – With low monthly expenses and the flexibility to scale with your business, Partnerflow is the most affordable sales channel optimization solution for the electronic component industry

Rapid Implementation Time – Because Partnerflow is designed to fit your business model, implementation is guaranteed in three weeks or less

Current Solution Framework



Partnerflow Solution Framework



- Global view of past, current, and forecasted data
- High-level and detailed views of custom-selected graphs and charts
- Easy-to-understand display of all past quote and shipment pricing data
- Availability of all relevant data leads to faster, wiser decisions
- Automatic matching of shipments to opportunities results in fast, accurate debit determinations
- Simplified bill back process supports more frequent credits to improve bottom line

Partnerflow's industry-specific solution attacks each area of inefficiency in the sales process to increase revenues and reduce administrative expenses. Learn more about how Partnerflow provides unprecedented visibility into crucial sales processes through total collaboration and superior usability.

Contact Us

Contact Colabranet today to discuss how Partnerflow will help optimize your extended sales organization.

Email: sales@colabranet.com

Phone: 512.231.1026, option 2
www.colabranet.com



What Our Customers Are Saying

"We are very excited about the value Partnerflow will bring to our organization. Partnerflow gives us a powerful customer and competitor knowledge base that we can use, in collaboration with our manufacturers, to plan customer-specific sales strategies. We'll also gain new visibility to market segmentation information so that we can broaden our perspective of the macro environment. This capability significantly differentiates us from our competition."

Amar Dhillon,
President,
Platinum Associates



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