## Advancing Analytics in Channel Programs

Effective execution of channel programs demands that channel analytics measure partner and program performance.

## Almost

of surveyed vendors indicated their analytic capabilities were significantly lacking.

Initiating a global channel reporting and

analytics program means enabling operational metrics to:

> Enhance governance and processes

Alert channel teams to improve processes

Identify obstacles

Measure program efficiencies Provide visibility

Increase partner satisfaction

Tech companies need to take stock of their analytics capabilities and define their goals in terms of future requirements.

There isn't a **one-size-fits-all** but companies should adhere to following certain best practices:

Providing a clear distinction between operational metrics and analytical

Delivering actionable reporting

insights

Ensuring uniformed core channel analysis

Developing and maintaining a global data mart

Safeguarding data integrity

To conform with standard channel operations and programs, develop a set of **partner and program performance dashboards** to meet additional reporting requirements.

To measure against agreed upon KPIs, your **analytic capabilities** must include these key elements:



Partner Performance

**Incentive Performance** 



By investing in an integrated analytics approach, channel chiefs will gain a deeper understanding of their channel data initiatives and drive above-market growth.

For a more in-depth look, download the eBook:

**Best Practices in Channel Analytics** 

## About Vistex<sup>®</sup>

Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue and reduce costs with their business partners by managing trade, channel and vendor programs, pricing, performance incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services.

