

Data-Driven Decision Making

Companies generate up to

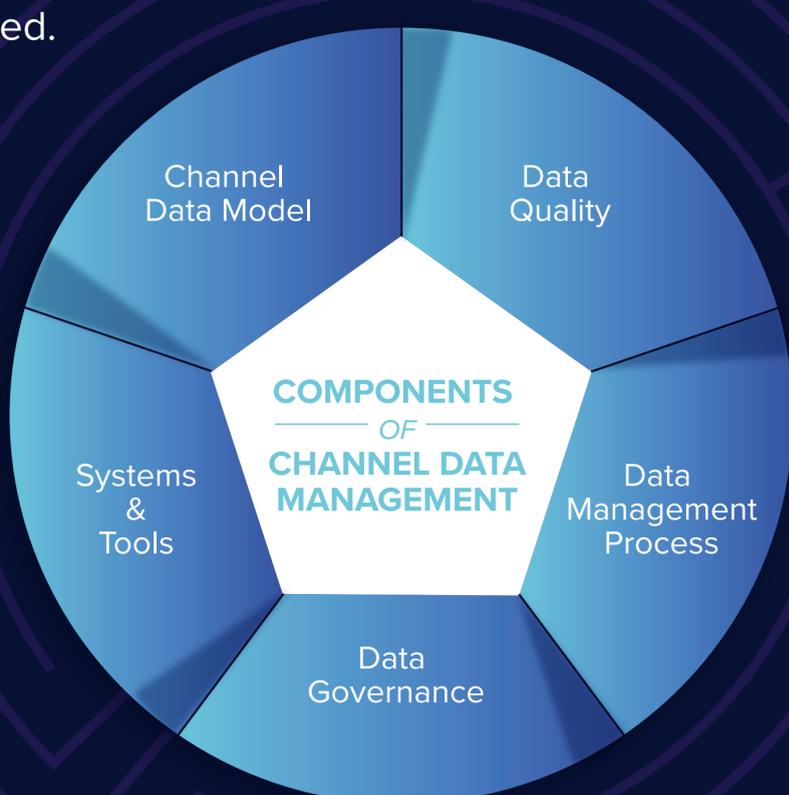
90%

of their revenues through channel partners.



But without the insight to make smarter business decisions, tech companies are faced with limited returns on indirect sales and channel investment.

At the core of an analytics strategy is **Channel Data Management (CDM)**. Without it, decisions can be misconstrued.

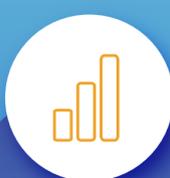


A sound strategy includes a **360-degree** view of your partners relationships and interactions.

When done right, CDM will deliver:



A holistic view of your partners activities



Clean, accurate, and current data



A global tiering and segmentation model profile



A single source of truth

Channel chiefs need to demonstrate ROI, and **CDM is the key to driving above market growth.**

For insights on how to improve channel sales performance with data-driven decision making

Download our eBook

About Vistex®

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.