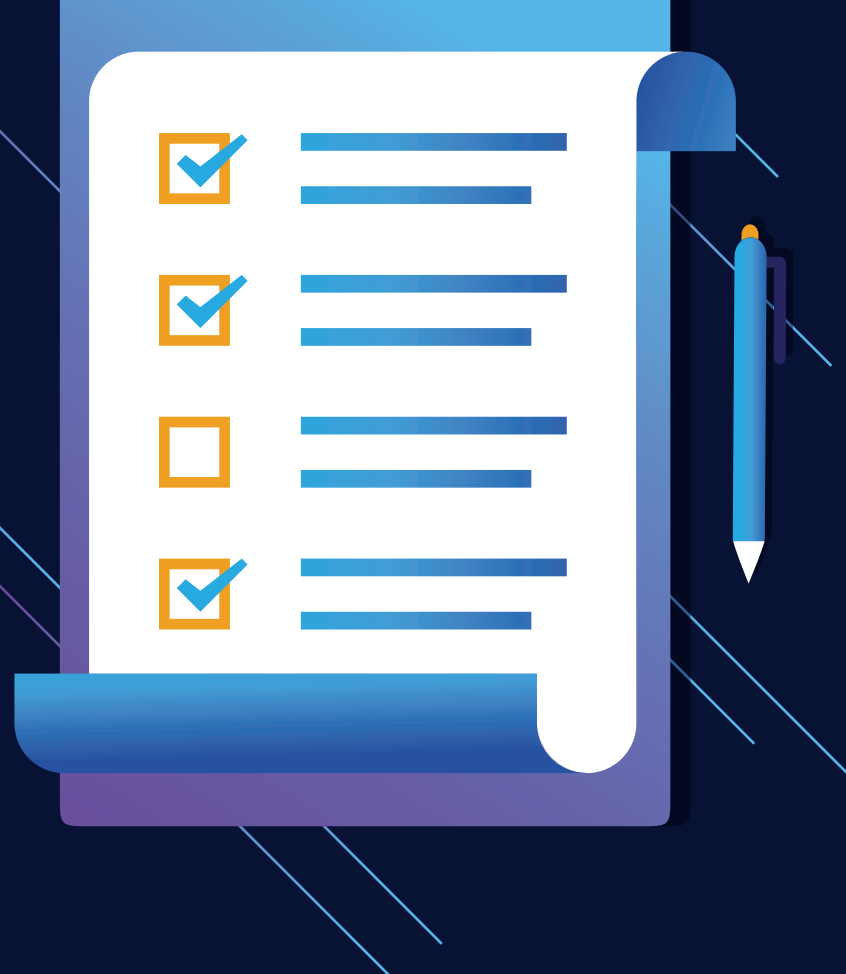




Advancing Analytics for Incentive Optimization



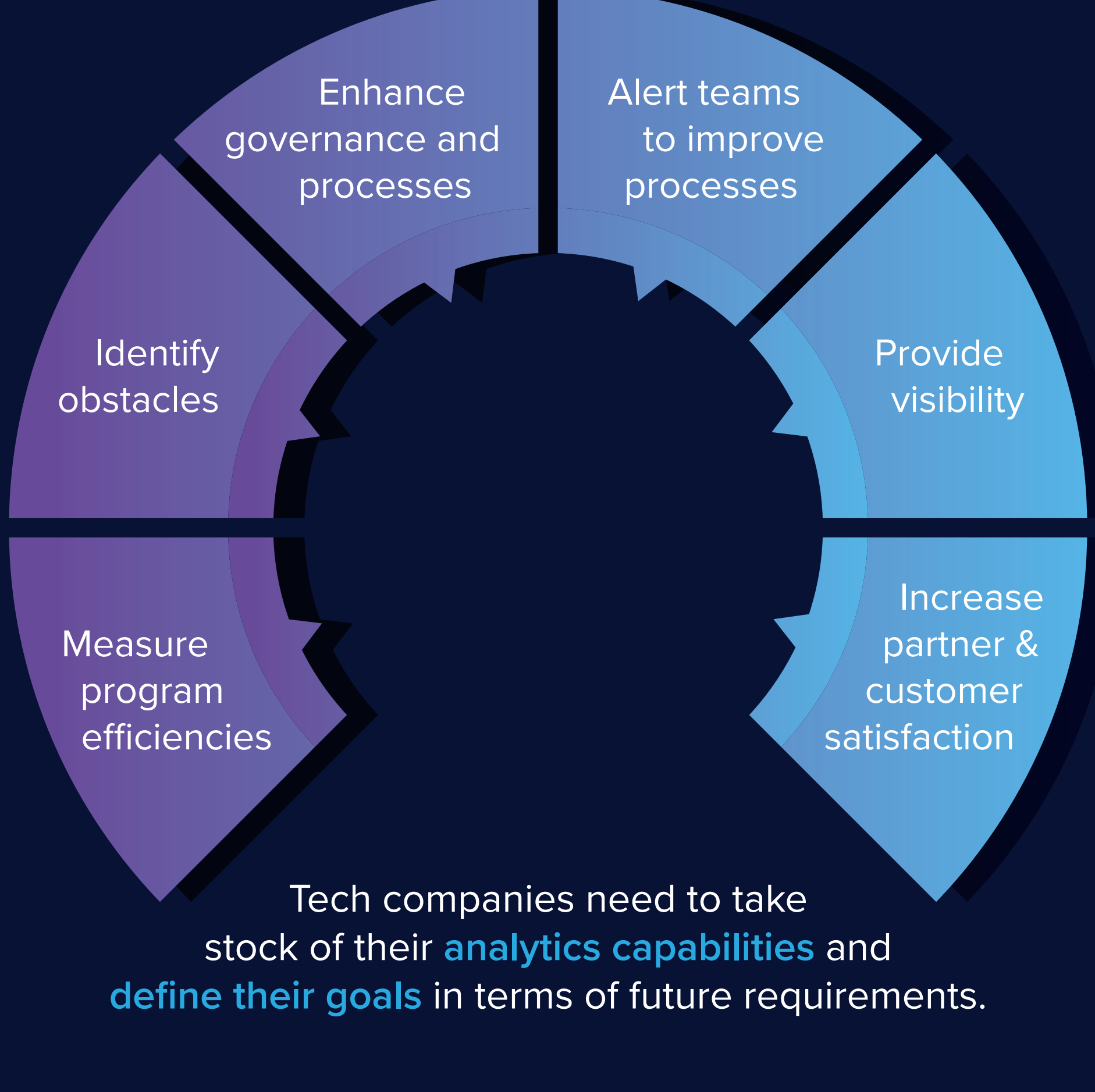
Effective execution of rebate, ship & debit, and other incentive programs demands timely analytics that **measure customer and program performance**.



Almost 25%

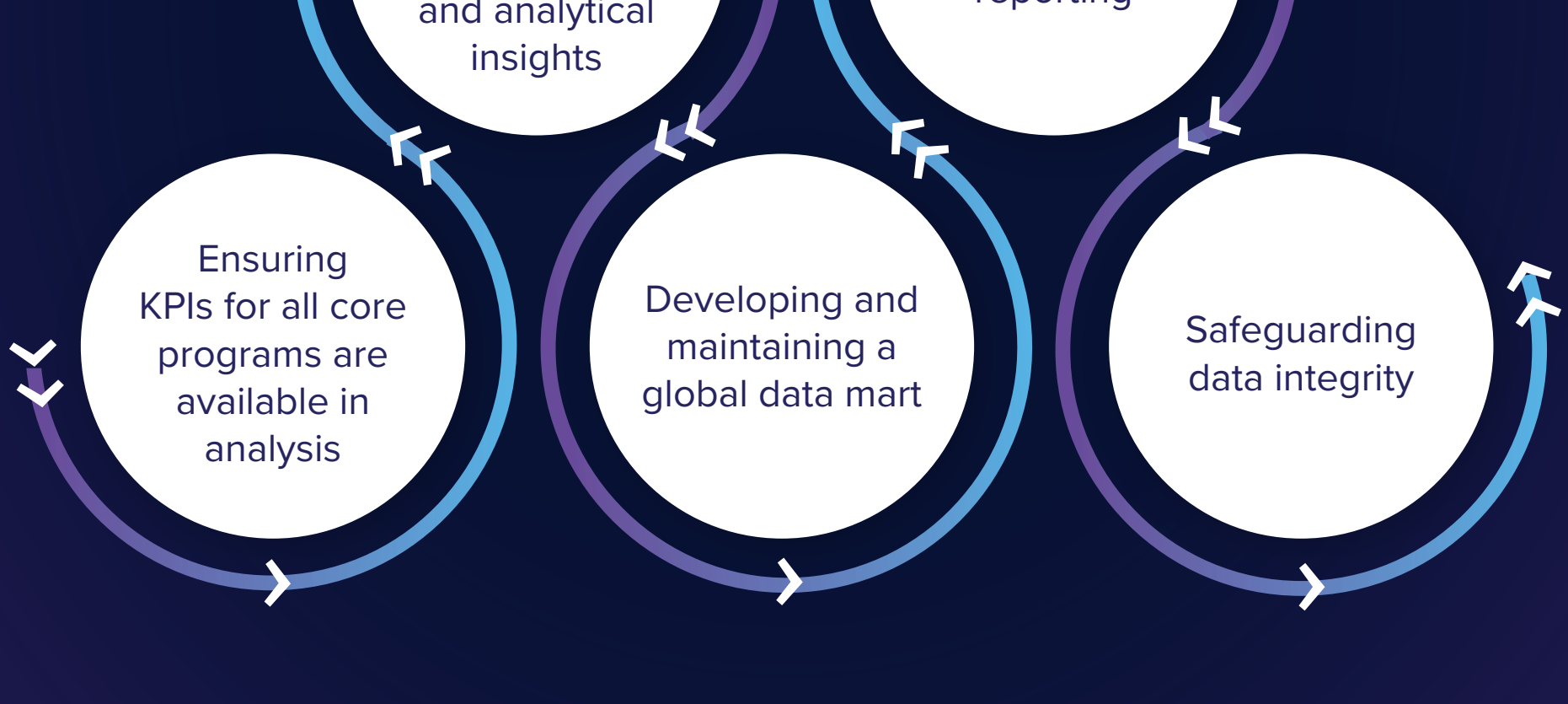
of surveyed vendors indicated their analytic capabilities were significantly lacking.

Initiating a global reporting and analytics strategy means **enabling operational metrics to:**



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 certain best practices:



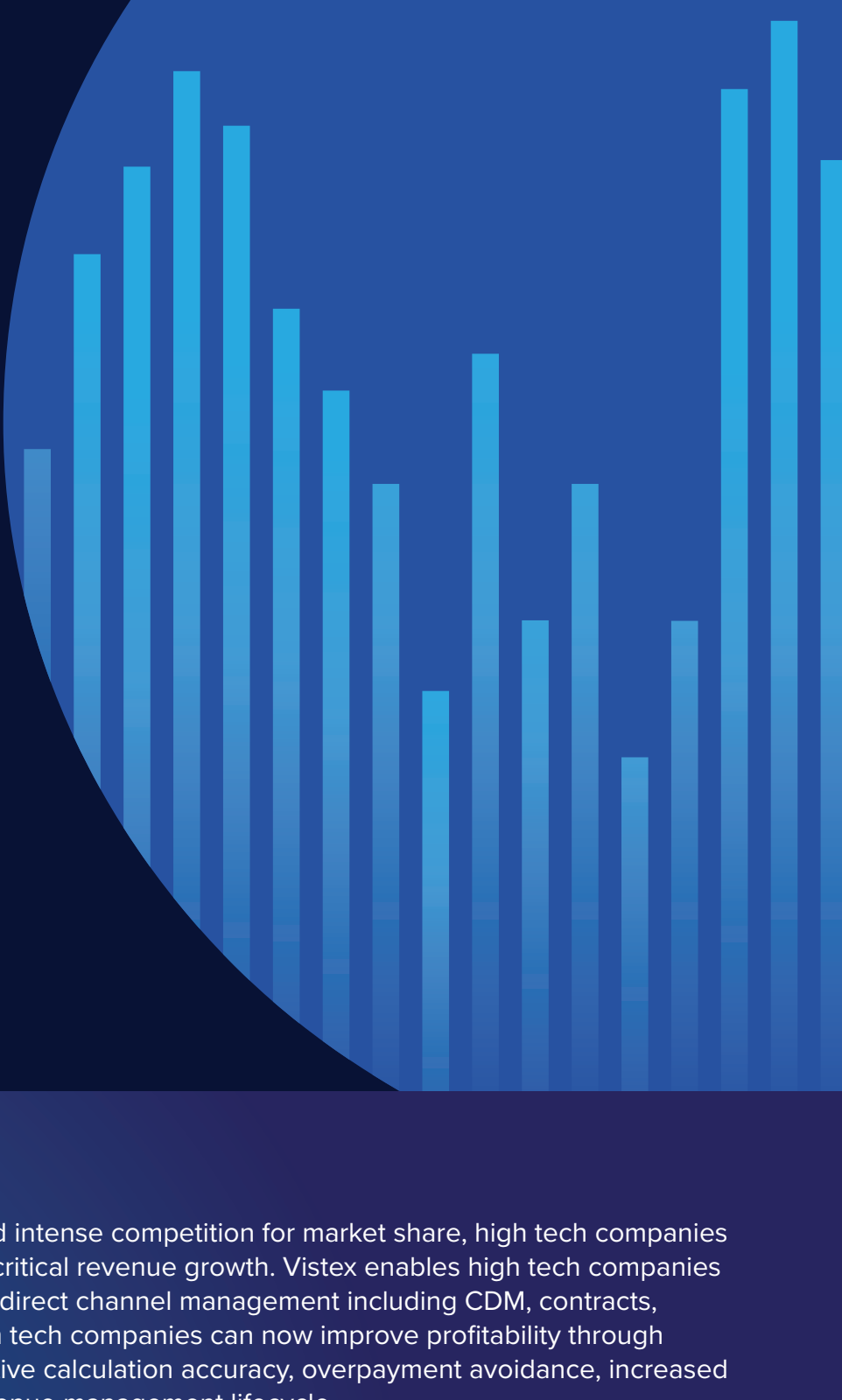
79% of enterprise executives say that not embracing big data will cause companies to lose competitive position and risk extinction.



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



By investing in an **integrated analytics approach**, you'll gain a deeper understanding of your results, and can leverage those insights to drive growth.



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How Vistex Adds Value
With the rising cost of customer acquisition, the rapid pace of innovation and intense competition for market share, high tech companies must monitor program performance, drive demand and protect margins for critical revenue growth. Vistex enables high tech companies through an integrated solution that manages the full breadth of direct and indirect channel management including CDM, contracts, pricing, ship & debit, rebates, Co-op & MDF, incentives and IP royalties. High tech companies can now improve profitability through automation of complex programs, insights into program performance, incentive calculation accuracy, overpayment avoidance, increased compliance, streamlined reimbursements, and better manage the entire revenue management lifecycle.

About Vistex®
Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing. Let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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