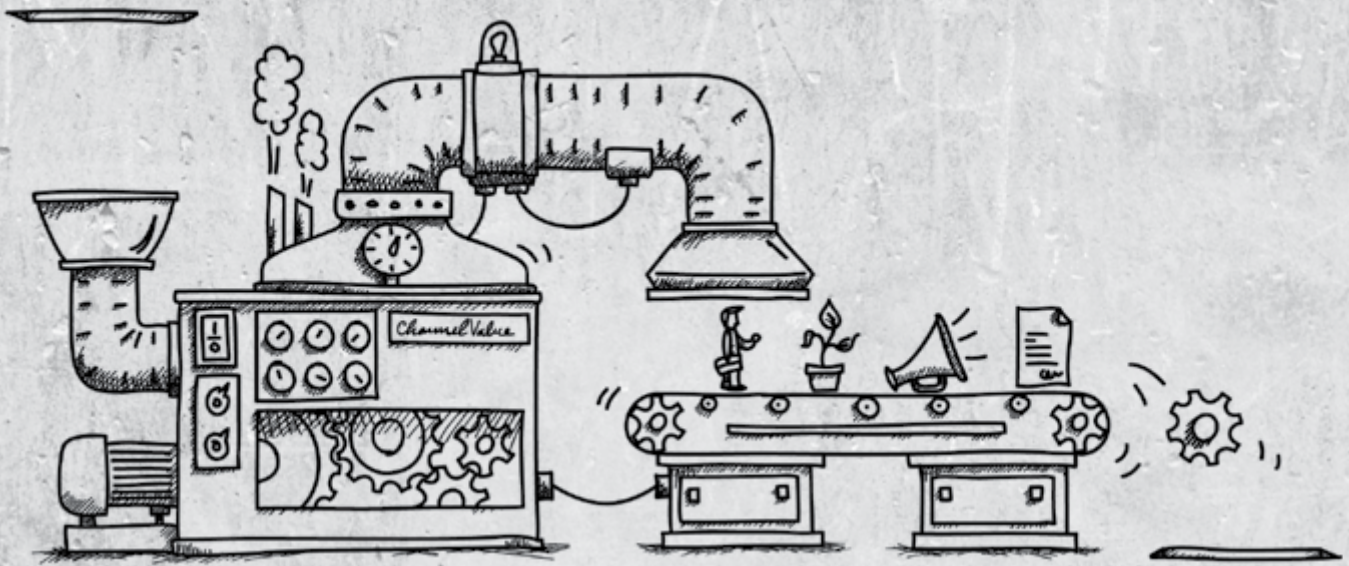


# ChannelValue® – Your sales and marketing activation engine



## CHANNELVALUE® THE PARTNER RELATIONSHIP MANAGEMENT PLATFORM THAT WILL UNLEASH YOUR CROSS AND UPSELLING POTENTIAL

ChannelValue® is an innovative partner relationship management software that provides your indirect distribution channels with a one-stop marketing, sales and motivational platform. It helps you win new partners, build partner loyalty and achieve your sales objectives. The software delivers detailed reporting and sophisticated predictive analytics. Business intelligence that maximizes your cross- and upselling opportunities!



## KEY FEATURES



- ▶ **Communication** (from 1:1 to newsletters, news, real-time communication, to surveys and more)
- ▶ **Training** (real-time and on-demand webinars, trainings and tests)
- ▶ **Incentives** (evidence-based, bonus-point rewards system)
- ▶ **Reporting** (dashboards, detailed reports, predictive analysis using business intelligence tools)
- ▶ **Administration** (granular user, file, page and module management to tailor content and communication to individual partners)

And, of course, ChannelValue® is multi-language, multi-country, multi-currency, multi-prize and multi-channel. You can even have it branded using your own corporate design.

## KEY BENEFITS

### FOR YOUR COMPANY

- ▶ **State-of-the-art software:** Facilitates partner growth programs, channel partner motivation and channel partner retention
- ▶ **Full-service:** From concept to implementation to maintenance, rewards programs and fulfillment
- ▶ **Secure:** Web-based cloud solution (SaaS) conforms to country-specific data protection regulations
- ▶ **Cost efficient:** Modular features and scalable design on a pay-for-use basis
- ▶ **Fast and hassle-free deployment:** Initial set up and onboarding is easy; no onsite programming and installation
- ▶ **Your tool:** Individually branded and always available
- ▶ **Fully compatible:** Multi-language, multi-country, multi-currency, multi-prize, multi-channel
- ▶ **Lower accounting costs:** Awards taxation is pre-calculated.
- ▶ **Confidential:** Users only see what they are supposed to see

### FOR YOUR PARTNERS

- ▶ **One-stop-shop:** Find all relevant vendor and product information, training resources as well as communication and incentive programs in one place.
- ▶ **Real-time transparency:** See how you progress against defined sales targets with; easy-to-read reports using graphs and reports depict current performance activities
- ▶ **Motivation:** Get rewarded for meeting set objectives, giving feedback and participating in online training and certification
- ▶ **Flexible incentive models:** Profit from payments on your pre-paid, fully-branded credit card, receive eVouchers or shop at a rewards store

Interested to know more about how your company can benefit from ChannelValue®?  
Contact us now! [info@aximpro.com](mailto:info@aximpro.com)