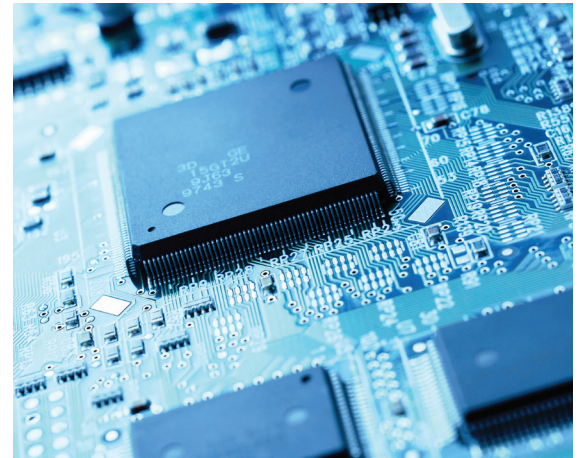




## 5 Keys to a Modern Design Registration Process

### Introduction

Indirect channels are a complex web of relationships between distributors, suppliers, OEMs and your organization. Creating customer driven solutions in a timely and profitable manner is extremely difficult. How do you best work with your channel partners to generate new business for their product lines? What are the industry best practices for streamlining the revenue management lifecycle process across this web so you can build revenue, protect margins, and increases customer loyalty?



Registration programs motivate a manufacturer’s distribution partner’s demand creation efforts and provide the manufacturer with increased visibility into its channel business. In return, a distributor with an approved design registration benefits from preferential pricing for that registered deal.

While the design registration process can maximize effectiveness of channel relationships the process is complex, time consuming, and often completed in departmental silos.

## 5 Keys to A Modern Design Registration Process



### 1. Business Rule Automation

A distributor submits registrations using an integrated online form. This initiates a collaborative process between all stakeholders: distributor personnel, manufacturer personnel, reps and other stakeholders. The collaboration is enhanced with real time alerts, online task managers, document attachments, and annotation capture.

Design registration approval should be automated and workflow driven based on predefined business rules. The distributor is automatically alerted with the result of its registrations.



### 2. Robust Pricing Engine

When the distributor quotes deals from that registration, the pricing engine finds any leakage between the requested quote and approved registrations and automatically calculates the appropriate enhanced margin/price based on predefined rules and agreements. The price is automatically passed to the debit system so that when the distributor requests a debit for this specific quote, he receives immediate, real time authorization for the price deal.



### 3. Integrated Tracking and Reconciliation

Win status should automatically be updated with design registrations based on manufacturer designed parameters. This automation process includes tracking billings and POS transactions posted against registrations to determine if its milestones have been achieved. The result is timely, trusted visibility into the stages and statuses of business in the company's pipeline.



### 4. Accurate Demand Visibility

As related production orders come in, design win statuses are updated to provide all the participants with real time visibility into business stages and business closure. Manufacturers and distributors can further leverage this information for reporting, forecasting and incentive compensation.



### 5. Actionable Intelligence

A reporting dashboard providing immediate critical business information to sales operations, channel managers and management helps track and manage your business and increase strategy effectiveness. Metrics and KPIs like analyzing customer profitability, tracking distributor pricing behavior and pipeline visibility makes managing design registrations simple and effective.

## Conclusion

High Tech manufacturers rely on complex channel relationships to achieve sales objectives. The streamlined design registration entry, approval and execution process plays a critical role in

1. Increasing revenue margins
2. Strengthening customer loyalty
3. Increasing forecasting accuracy

With design to quote to end customer order integration, a closed loop solution enables manufacturers to rapidly size and analyze business activity of all their distribution partners enabling better business practices.

### How Model N Can Help

Integrated channel design registration is embedded into all aspects of Model N's revenue management solution. Model N provides streamlined collaborative automation for every step of the design registration process, including business rule automation and the understanding of all relevant transaction relationships that are needed for any modern design registration solution. margin erosion.

#### About Model N

Model N is the leader in Revenue Management Cloud solutions. Model N helps its customers maximize their revenues by maximizing sell time, revenues per opportunity and number of opportunities.

Model N Cloud solutions manage every dollar that impacts the customer's top line and transforms the revenue lifecycle from a series of disjointed operations into a strategic end-to-end process. With deep industry expertise, Model N supports the unique business needs of life science and technology companies across more than 100 countries. Global customers include: Actavis, Amgen, Atmel, Boston Scientific, Bristol-Myers Squibb, Dell, Johnson & Johnson, Linear Technology, Merck, Marvell, Micron, Nokia, Novartis, and STMicroelectronics. Learn more at: <http://www.modeln.com>.

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