

Interwoven® Channel Management Solution

Maximizing Sales Profitability Through Streamlined Channel Management

Are you maximizing the profit potential of your direct and indirect sales channels? Do your agents and direct sales people get notified of new product information and selling tools within minutes so that they can sell more effectively? Have you created a more autonomous channel to drive down your costs of materials and channel support?

The Interwoven Channel Management Solution (ICM) has made these benefits a reality. ICM connects businesses with their direct and indirect channels through information, business processes, and sales applications to streamline the sales process and realize more profitable channels. ICM integrates with market-leading and custom developed Web portals, mobile devices, and email systems to expand the profit potential of agents, account executives, resellers, and distributors while reducing the cost to support them by up to 85%. Simply put, ICM is the easiest way to maximize the effectiveness of direct and indirect channels.

By providing one-click access to the information, applications, and processes that drive revenue, the Interwoven Channel Management Solution (ICM) enables your entire channel sales team – whether they number in the hundreds or thousands – to operate as an extension of your enterprise. And, because the solution is built with channel self-service in mind, it helps you relieve the support burden from your channel management team, enabling them to focus on higher-value activities.

Business Challenge

In today's highly competitive environment, companies are seeking better ways to support their sales channels. They are implementing solutions that promise to improve channel efficiency and reduce support costs by providing channels with access to applications and information, including product data, product availability, literature, order status, and training that facilitate and speed up the sales process.

In the hyper-competitive financial services market, firms are vying for the attention of independent agents who frequently sell products from a number of different firms. Likewise, manufacturing firms are under constant pressure to shave operational costs by streamlining every element of the sales and fulfillment process, frequently at the expense of quality.

Unfortunately, many of the channel solutions businesses have implemented fail to deliver on their promises. Businesses are, at best, maintaining the status quo and not realizing any return on their investment. Channel partners are not any more enabled to deliver results than before, continue to suffer from outdated tools, and do not get the targeted & relevant information they need to sell.

A successful channel management solution must be able to deliver comprehensive and personalized resources that best meets the needs of your channel – be it through a channel portal where information, data, and applications come together, or through mobile devices and email. It requires a strong and flexible foundation that has proven itself among the world's most demanding businesses.

A Proven Answer

Interwoven provides a proven platform to meet these challenges head on. Financial services and manufacturing corporations like Russell Investment Group, John Hancock, Toshiba America, and Deere & Company utilize Interwoven's Channel Management Solution (ICM) to create a competitive advantage.

ICM is one of several solutions from Interwoven designed to increase the productivity and profitability of sales channels through targeted information delivery, sales collaboration, and deal management. ICM is built on the industry's leading content and portal platforms for business integration, application development, enterprise content management, and portal deployment. It combines superior technology with best-in-class application integration and services so you can deliver comprehensive resources customized for each channel partner. ICM delivers business impact in four key areas:

- **Improved Channel Performance and Profitability** – through instant access to resources and by focusing the channel on high-margin products.
- **Broader Reach and Stronger Loyalty** – through better recruitment and custom extranets for top-tier partners delivered at 10x the speed of other approaches.
- **Reduced Channel Support Costs** – by as much as 85% by driving partners to self-service and all but eliminating hundreds of thousands of dollars in printing and shipping costs.

- **Compliance Across All Channels** — through auditing, automated alerts, information rollback, and rapid information delivery.

Improved Channel Performance and Profitability

ICM enables direct and indirect channels with the latest product information, sales tools, industry information, and sales applications while filtering out irrelevant information to efficiently move through the sales process. The capability to deliver information whenever, wherever, and in whatever format best meets the needs of the channel means that there's less time spent on finding information and more time spent on closing business.

"These extranets have given us a competitive edge in large part because we're now communicating more effectively with our advisors."

—Elaine Gibbons, manager, EBusiness — individual investor services, Russell Investment Group

Rapid information dissemination (RID) and precise information targeting means businesses can re-focus their channels on high-margin activities in a matter of hours or minutes, not months.

Russell was challenged with getting its information management problem under control while finding a way to create a competitive advantage through its channels. Russell solved both challenges using ICM — putting in place a solution that effectively manages the creation and deployment of information bound for the channel, while rapidly rolling out nearly 50

A leading insurance company uses CM to ensure its global network of 1100 agents are armed with information about high-margin products within 2 days of a product's launch instead of 2 months. By focusing agents on high-margin products, while providing 24/7 access to key selling tools and market information, this firm tunes its channels for maximum performance and profitability.

ICM complements and connects with sales force automation (SFA) and customer relationship management (CRM) systems to provide one-click access to selling resources such as product information, sales tools, and enterprise applications. Simply put, ICM gets rid of the hurdles that have slowed business down.

Broader Reach, Stronger Loyalty

ICM enables broader channel reach, expanding the number of markets that businesses sell their products and services into. ICM's highly scalable, multi-channel publishing capabilities enable sales tools and product information to reach a vast number of partners, advisors, account executives, and distributors at 1/10th the traditional cost.

Financial services firms compete for the mindshare of brokers and agents who frequently sell financial products from many different firms. To combat this challenge, investment services giant Russell builds

RussellLink Channel Portal

The RussellLink channel portal drives competitive advantage for Russell. RussellLink is a powerful solution for selling that:

- Supports over 3000 advisors
- Manages and deploys custom extranets for high-value partners
- Delivers relevant and trusted content to drive more aggressive selling
- Ensures rapid rollout of new extranets in weeks instead of months
- Delegates site maintenance to partners and lines of business
- Extends content management infrastructure horizontally to manage all Web content in the enterprise for the lowest possible TCO.

"Interwoven has helped us dramatically lower the costs of internal processes so that we can provide everyone – both internally and externally – information critical to sales and support for one of our multi-million dollar business channels"

—Denise Wallace, director, EBusiness planning and development at Toshiba America Business Solutions.

loyalty with its top-tier advisors and partners through custom extranets built on ICM. Russell maximizes the profit potential from these high-yield channels by targeting specific information and incentives for each partner, thereby increasing the percentage of partner sales that come from Russell funds. Russell has launched nearly 50 custom extranets in a very short period of time; a feat that is made possible only through ICM's capability to launch custom extranets 10x faster and with 10x less effort.

Reduced Channel Support Costs

Relieve field marketing, product management, and channel support staff by driving partners to self-service avenues available through the portal. ICM's unparalleled ease of publishing ensures that high-value information from marketing and product groups is captured and made available through the channel. ICM's capability to organize and target this information enables intuitive navigation and precise self-service search within the portal to drive down the operational cost of channel management.

Toshiba uses CM to reduce the cost of dealer support by \$1M+ annually. Toshiba's FYI Portal, built on ICM's patented publishing capabilities, enable Toshiba to realize an 85% reduction in channel support costs while eliminating \$600K in annual expenses for printed materials. Toshiba's focus on dealer adoption of the FYI Portal, combined with ease of use and integration with back-end systems, has driven 95% of all dealer orders to be placed through the FYI Portal. This remarkable adoption has reduced costs even further by shaving transaction processing time and reducing manual errors in the ordering process.

Compliance Across All Channels

The problem of compliance is magnified when channels – be it a dozen, hundreds, or thousands of partners and agents – are acting on your behalf and are dangerously armed with different versions of information and tools. How much of their information is up to date? What product guarantees are no longer honored but are still being promised to customers? What is the legal cost your business might incur from a poorly informed channel?

ICM is a powerful asset to ensure compliance across all all these channels. ICM's capabilities to audit processes, create version histories of information, automatically identify problem content, and instantly rollback changes ensure that as channels are acting on your behalf, that they are all using the latest, compliant version of information with customers and prospects. Additionally, through integrations with leading portals, businesses can track downloads by channel to identify those who are not yet using compliant materials and update them proactively.

The Interwoven Channel Management Solution

ICM delivers a wide range of capabilities to ensure that information is captured, targeted, and delivered along with tools and applications to channel partners – increasing channel profitability and reducing the cost of support.

Key Capabilities

Targeted Information

- Custom extranets for channels with the greatest profit potential
- Targeted information delivery for thousands of agents
- Rapid extranet rollout at 10x the speed of traditional methods

Channel Reach

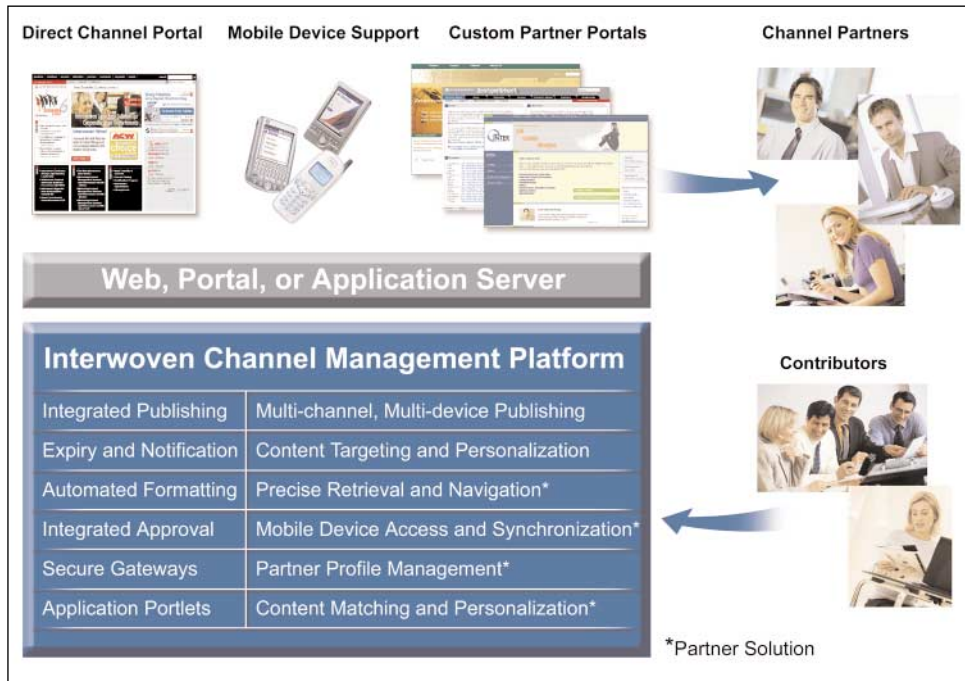
- Rapid Information Delivery (RID) to all channels
- Extended delivery to reach channels no matter how or where they work
- Synchronous deployment of information to global locations

Information capture and publishing

- Desktop integration to ensure the capture of all marketing and sales materials for the channel
- Wizard-driven templates for data capture and publishing
- Drag-n-drop extranet development

Channel Collaboration

- Collaborative workspaces that enable firms and partners to develop and refine customer-facing materials
- Workflow process that notifies channel managers of new or modified materials posted from partners
- Direct Portal Editing (DPE) to enable channel partners to manage information directly through the portal



Channel Compliance

- Automated compliance monitoring and screening
- Complete version history and rollback of information, tools, and applications
- Parallel, collaborative development to speed time-to-resolution

Flexible Architecture

- Market-leading service-oriented architecture provides a standard, web-services approach to extend core capabilities to any user through any application
- Integration with leading portals (including BEA, IBM, SAP, & others) and custom-developed systems
- Robust integration with back-end systems including CRM, SFA, Order Management, Product Databases, and Inventory Tracking Systems

Solution Components

The ICM solution is built on the industry's leading content and portal platforms for business integration, application development, enterprise content management, and portal deployment. This highly extensible solution is tightly packaged for targeted initiatives, yet retains ultimate flexibility and scalability for enterprise initiatives.

Required Components

Interwoven TeamSite Content Server
Interwoven OpenDeploy Distribution Server

Recommended Components

Interwoven ContentCenter Portal
Interwoven WorkSite Collaboration and Document Server
Interwoven MediaBin Asset Server
Interwoven MetaTagger Intelligence Server
Interwoven Content Integration Server

A proven solution for rapid results

The ICM solution delivers strategic advantage to businesses by:

- Increasing channel productivity by leveraging automated features and devoting more resources to selling efforts
- Reducing channel support costs by 85%
- Eliminating up to \$1M in annual materials cost for your channel
- Maximizing profit potential of top-tier agents and channel partners with custom portals at 1/10th the cost
- Broadening channel reach to expand into new markets and deepen penetration
- Increasing profitability through sales of high-margin products
- Strengthening loyalty to maximize the potential of your channel
- Ensuring compliance across hundreds or thousands of channels

About Interwoven

Interwoven, Inc. provides the world's next-generation enterprise content management platform. Allied with the leading enterprise application providers, the Interwoven ECM platform provides complete content lifecycle management for 2,700 organizations worldwide including Air France, Cisco Systems, General Electric, General Motors, and Yamaha. For more information visit www.interwoven.com

Interwoven, Inc.
803 11th Avenue
Sunnyvale, CA 94089 USA
(408) 774-2000

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