

ChannelSupply

Supplier integration with ChannelOnline

- Integrates directly with ChannelOnline
- Makes it easier for IT resellers to sell and purchase the supplier's products
- Improves sales productivity, profitability, and customer service by automating back-office functions

OVERVIEW

The ChannelSupply program enables suppliers and their products to be integrated into ChannelOnline™, the web-based sales cycle automation solution by CNET Content Solutions. By becoming a ChannelSupply partner, the supplier can extend its reach into a highly active group of VAR companies, containing thousands of IT sales, technical, and purchasing professionals and their end-customers.

Extend your reach by publishing your product catalog, offering real-time pricing and availability information, and receiving electronic orders in a controlled, cost-effective manner that makes it easier for both you and your resellers to conduct business.

BENEFITS

ChannelSupply provides an effective electronic interface between suppliers and their small and medium-size VAR customers, with the following benefits: Sub-license eight data components from DataSource:

- Reduce costs: lower the costs of doing business with small and medium-size VARs
- Augment visibility: higher mind share on a platform used daily by thousands of sales reps to research products and recommend products
- Increase revenues: make it easier for VARs to order from suppliers whose ordering system is integrated into their chosen business solution (Premium-level integration)
- Grow margins: refocus your sales efforts on high-margin businesses
- Decrease marketing efforts: cut recruitment and promotional activity and costs

CRITERIA

ChannelOnline's goal is to provide our customers with the products and suppliers that they need to sell and service their end customers. Prospective ChannelSupply partners need to display the following capabilities:

- Maintain at least 5,000 active reseller customers that focus on IT related industries
- Participate in co-op marketing opportunities to increase adoption
- Willing and able to accept applications for a minimum of 100 new customers
- Facilitate secure data transfer for the exchange of customer specific product and price file specifications with batched or real-time cost and availability
- Adherence to technical interface requirements as outlined by CNET ChannelOnline

STEPS TO BECOMING A SUPPLIER

ChannelOnline runs on a scheduled release basis. Time to launch is usually 2 to 3 months and is determined by the integration time for the supplier, including the ability to export data in the required manner, ChannelOnline's release schedule and the requirements for any marketing activities surrounding the release launch.

Most suppliers provide ChannelOnline with their customers' catalog and price through a flat data file located on an FTP server. Access to the file with the use of an ID and password is required for each customer. The XML documentation for ChannelSupply can be made available to those who have completed a mutual NDA.

ChannelOnline recommends that new suppliers take advantage of the launch marketing program, which includes banner advertising and inclusion in release-related materials.

PARTICIPATION OPTIONS

Standard Integration	Basic File Support (includes master product inventory & VAR specific pricing files)	Annual fee
Enhanced Integration	Standard Integration, plus Real-Time Pricing & Availability	Annual fee
Premium Integration	Standard and Enhanced Integration, plus Auto-fulfill (electronic order submission & pull-back of status/tracking info)	Annual fee
Launch Marketing	Placement in version release letter Banner on login page (90 days w/ rotation). Placement on COL website. Joint press release for company website posting.	One time fee

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