



Co-op & MDF Management

Structure for today's complex
partner programs





Create a competitive advantage with effective

Co-op & MDF Management

Marketing experts say that co-op and MDF programs are a double-edged sword: They significantly boost partner engagement but are a headache to manage. This is true now more than ever. And in today's super-competitive market space, the difference between growth and decline can be how effectively your Co-op and MDF programs are administered.

Many companies try to run these business-critical programs using spreadsheets. Those same experts say, however, that complex, multi-faceted Co-op and MDF programs are virtually impossible to manage manually. Besides being slow and error-prone, spreadsheet-based processes do not have integrated access to up-to-date, accurate financial data – and can't deliver the data necessary to assess performance, understand spend or determine partner utilization.

■ Streamline Processes

Eliminate spreadsheets and gain control of program tasks with automation and ERP integration

■ Shorten Time-to-Payment

Leverage online submission, custom workflows and fast validation to accelerate settlement

■ Visualize Performance

See program activity, view KPIs and get the data to justify investment and determine ROI

And with these limitations in place, the pain is shared with your partners: You get high administrative costs, huge inefficiencies and poor visibility into the process. And they get long payment cycles, frequent claim disputes and frustration.



Automated Solution Reduces Time-to-Payment

Vistex solutions replace these manual tools with a highly automated approach, and provide the tools to administer complex Co-op & MDF programs from end to end. These comprehensive capabilities include set-up/configuration, planning/



Benefits of effective

Co-op & MDF Management



budgeting, enrollment, allocation, workflows, approvals, online claim processing and validation, payment and sophisticated security and financial controls. And a global framework facilitates programs with multiple languages, multiple currencies and local business rules.

Driven by an SAP-embedded, enterprise-wide structure, Vistex solutions provide a direct, real-time connection to Accounts Receivable, Accounts Payable and other financial and transactional data. The result is more effective management of funds and, most important for your reseller partners, faster payments. Seamless integration with SAP and its central repository also offers your organization “one version of the truth,” excellent data integrity and full auditability.



Sophisticated Tools Offer Key Insight

Taking a closer look, the Vistex platform offers a number of important capabilities: Automated processes smooth validations, minimize back-and-forth and shorten the payment cycle. Workflows save time and accelerate administrative tasks. Management tools provide detailed tracking of all projects from funding request through payout. Dashboards and reports provide exceptional visibility into

program activity, including KPIs, fund allocation/availability and partner utilization.



SAP-Embedded Solution Delivers Efficiency

Vistex solutions embedded in SAP let you focus on achieving your business objectives instead of program management. And the benefits are significant:

- A single solution streamlines processes, enables effective fund management and optimizes spend.
- Full visibility provides financial insight, enables critical analytics, delivers key program data and offers the ability to accurately assess program performance, justify reseller-focused investment and determine ROI.
- Integrated workflows shrink processing costs, accelerate validations, approvals and payment, and reduce errors, disputes and delays.
- Configurable algorithms allocate co-op and MDF payouts to products based on actual sales and quantities, providing key info for determining true profitability.
- Faster, more efficient processes shorten time-to-payment and, as a result, create greater satisfaction for, and loyalty from, your valued resellers.

Ultimately, with Vistex’s Co-Op & MDF solution you can do more than just manage your programs – you can drive success.



- Consolidate program data with a single system
- Manage processes from enrollment to payment with built-in administration tools
- Gain insight into spend, performance, utilization and ROI with advanced reporting, dashboards and analytics
- Improve planning and accelerate development of future programs
- Reduce time-to-payment with online submission and management of requests and claims
- Automate checkbooks and effectively manage funds and balances
- Reduce costs and virtually eliminate errors, disputes and delays with integrated processes
- Gain a detailed view of claims and underlying data
- Resolve inquiries and speed validation with advanced drill-through capabilities
- Increase reseller satisfaction and loyalty with improved, accelerated and error-free processes

About Vistex



Solutions for SAP

Innovative solution extensions for SAP software.

SAP resells these applications under the following names:



SAP Paybacks and Chargebacks by Vistex



SAP Paybacks and Chargebacks by Vistex for SAP S/4HANA

About Vistex®

Vistex provides enterprises with solutions that manage pricing, incentive, rebate, rights and royalty and channel programs to enhance business performance while reducing labor and infrastructure costs. The software and services provided by Vistex are optimized by industry to deliver an end-to-end solution for the design, management and administration of the entire spectrum of go-to-market programs. Enterprises are empowered with unprecedented visibility into program performance, and gain deeper insights to better enable fact-based decisions that drive revenue, control cost, minimize leakage, and streamline processes. Vistex Solutions for SAP software utilize the core SAP ERP and SAP S/4HANA environments to maximize customer investment.

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