



Advancing Analytics in Channel Programs



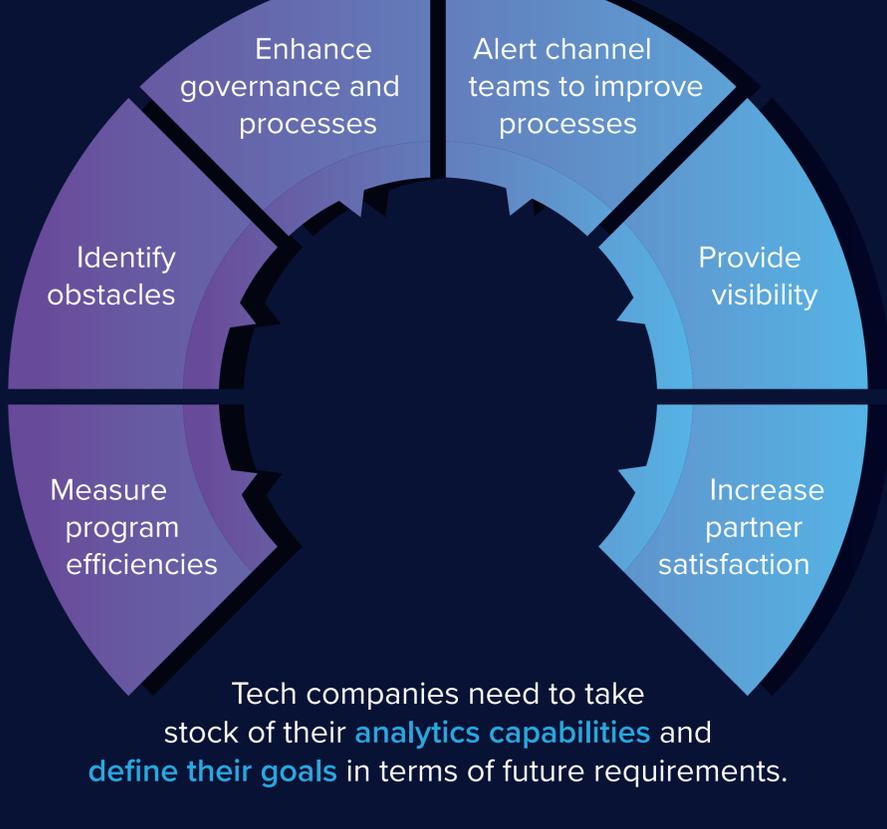
Effective execution of channel programs demands that channel analytics **measure partner and program performance**.



Almost **25%**

of surveyed vendors indicated their analytic capabilities were significantly lacking.

Initiating a global channel reporting and analytics program means **enabling operational metrics to:**



Tech companies need to take stock of their **analytics capabilities** and **define their goals** in terms of future requirements.

There isn't a **one-size-fits-all** but companies should adhere to following certain best practices:



To conform with standard channel operations and programs, develop a set of **partner and program performance dashboards** to meet additional reporting requirements.



To measure against agreed upon KPIs, your **analytic capabilities** must include these key elements:



By investing in an **integrated analytics approach**, channel chiefs will gain a deeper understanding of their channel data initiatives and drive above-market growth.



For a more in-depth look, download the eBook:

Best Practices in Channel Analytics

About Vistex®
Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue and reduce costs with their business partners by managing trade, channel and vendor programs, pricing, performance incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services.