

## Model N Market Development Fund Management

*Model N Market Development Fund (MDF) Management is built on the Salesforce Platform providing efficiency, compliance, and unmatched control of your MDFs to help you drive profitability by optimizing channel marketing spending*

### DELIVERING REAL VALUE TO MANUFACTURERS

High Tech OEM, semiconductor, software and discrete manufacturing industries are looking for greater efficiencies, pushed by the complexity in their selling model and the broad product portfolios offered through multi-tiered channel ecosystem. The digital economy is putting its mark on industries that value automation, compliance, and visibility for better accountability and governance. Marketing, Sales, and Channel leaders are confronted with increasing program complexity, incentive overpayments, lost margins due to mismanaged or inaccurate MDF and Co-Op fund allocation, and lack of tangible proof of performance by partners.

Deploying channel marketing funds has its own unique challenges particularly due to new emerging customers, the changing landscape of partners involved, and the speed at which new market opportunities like IoT, Digital Business, Cloud, mobility and others emerge and evolve. Now, more than ever, success in channel marketing requires quick execution of end-to-end processes, which can only be achieved by:

- Automating management of marketing funds from creation to payment
- Directly engaging partners, from adoption to compliance tracking against agreed upon MDF initiative objectives

### MODEL N MDF MANAGEMENT: MDF OFFERING BUILT ON THE SALESFORCE PLATFORM

Model N MDF Management is designed to provide channel leaders with the tools to successfully design and execute incentive programs, enroll partners and enable them to create plans that maximize impact. MDF Management helps you align marketing activities with channel sales strategies, manage approvals against activity types for each fund, track proof of execution, automate tracking, and timely ERP payment generation. The end-to-end process in Model N MDF Management helps you maximize the profitability of your MDF/Co-Op investment.



## Model N MDF Management

### INCREASE CHANNEL SALES: OFFER SIMPLIFIED CO-OP AND FUND MANAGEMENT

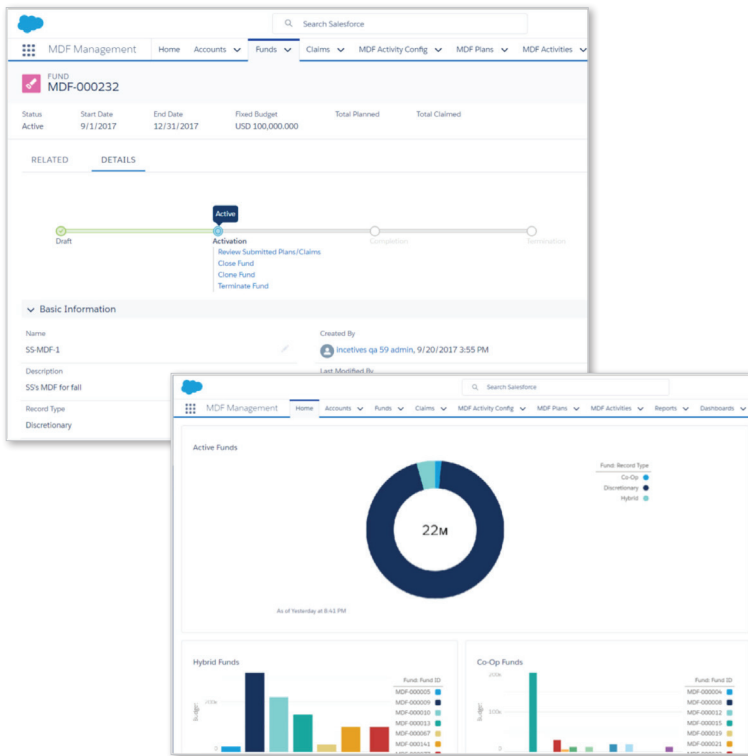
- Clear, reliable tracking of all fund planning, claims, approval, and payment activities.
- Provide partner visibility into co-op fund earnings
- Align marketing activities to your channel sales strategy

### REDUCE OVERPAYMENTS: IMPROVE TOP-LINE GROWTH

- Accurate approval through workflow processes for managing claims and payments
- Streamline manual payments through automated claim reimbursement
- Prevent payments of claims requiring proof of execution

### OPTIMIZE CHANNEL PERFORMANCE: INCREASE ROI

- Measure effectiveness of the channel's activities against sales
- Encourage higher participation through timely claims
- Identify low performing channel partners and create reinvestment loop for high performing partners



Model N Marketing Fund Management is built on the Salesforce Platform and provides efficiency, compliance, and control of your MDFs by managing, automating, and optimizing channel marketing spend. With the Model N MDF Management Solution you can manage your end-to-end processes from fund generation to claims payment, while tracking adoption, execution and compliance to maximize profitability of your MDF and Co-Op investments. To learn more, please visit: [www.modeln.com/market-development-fund-management](http://www.modeln.com/market-development-fund-management)

#### About Model N

Model N is the leader in revenue management solutions. Driving mission-critical business processes such as configure, price and quote (CPQ), contract and rebate management, business intelligence, and regulatory compliance. Model N solutions transform the revenue lifecycle from a series of disjointed operations into a strategic end-to-end process. With deep industry expertise, Model N supports the complex business needs of the world's leading brands in pharmaceutical, medical device, high tech, manufacturing and semiconductors across more than 120 countries, including Pfizer, AstraZeneca, Sanofi, Gilead, Abbott, Stryker, AMD, Micron, Seagate, STMicroelectronics, NXP, Sesotech, and Southern States. For more information, visit [www.modeln.com](http://www.modeln.com). Model N® is the registered trademark of Model N, Inc. Any other company names mentioned are the property of their respective owners and are mentioned for identification purposes only.

## Key MDF Capabilities

- Monitor forecast spend for activities versus actuals
- Manage claim reimbursement process
- Payments for claim reimbursement integrates with any ERP system
- Partner portal enables partners to view the status of submitted activities, claims and payments

## Solution Benefits

**End-to-end process management from funds generation to claims payment**

- Highly configurable Salesforce Platform solution
- Ability to create and track discretionary marketing, co-op, and hybrid funds
- Manage and validate claims with proof of performance and payment generation

**Track adoption, execution, and compliance for all your MDFs**

- Marketing managers control and audit approved activities and claims for payments
- Validation and proof of execution prior to payments
- Partner portal creation for fund spending and claim requests
- Accurate and timely ERP payment generation

**Maximize profitability of your MDF and Co-Op investment**

- MDF dashboards for fund performance, adoption, and payments
- Flexible workflow and lifecycle tracking
- Managed goal-focused initiatives such as digital business
- Accurate Co-Op fund allocation with visibility to associated rebate programs through integration of Model N's Rebate Management application

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