

EnabledWare™ Channel Marketing Manager Solutions — by EnabledSites

enabledware

FACT: Channel sales make an enormous contribution to your organization's success due to the influence they have on *their* customers' choices for products and value-added services. Indirect sales now *exceed* direct sales across a broad range of industries.

BETTER MANAGE THIS CRITICAL RELATIONSHIP WITH ENABLEDWARE™ CHANNEL MARKETING MANAGER SOLUTIONS

EnabledWare™ Channel Marketing Manager Solutions were developed for enterprises and agencies seeking to make their channel marketing efforts more efficient, effective, and accountable. Increase channel sales at a lower cost by:

- Providing the tools channel partners need to easily cultivate their own high-quality leads
- Influencing partners to promote your brand over competitors' products
- Delivering — and updating — partner marketing programs faster for a rapid response to changing market conditions
- More effectively managing your channel relationships with less Marketing Development Funds (MDF)
- Measuring the performance of partners and campaigns for solid proof of Return On Investment — in real-time

EnabledWare Channel Marketing Manager Solutions offer enterprises and their channel partners a solution of fully-automated marketing components:



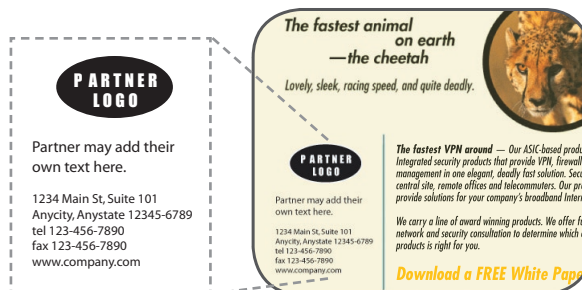
DEMAND CREATION RESOURCES

Partners choose from a selection of your pre-approved e-marketing campaign templates — complete with HTML emails and matching landing pages for sales-driven “blasts.” Ideal for promoting products, seminars, white papers, online tours, and more. All templates are consistent with your branding yet allow partners to customize with their own content and branding — you control the degree of partner customization. Create templates yourself or access the services of a qualified EnabledSites design partner. Add templates anytime, instantly available to your channel. It's fast, easy, and effective.



PARTNER CUSTOMIZATION WIZARD

Ensure sales channel partners adhere to your brand's requirements. The Partner Customization Wizard lets partners co-brand and personalize pre-determined areas of e-marketing emails and Web pages — no technical skills required. Confirm adherence to your brand guidelines with the built-in electronic review and approval process.

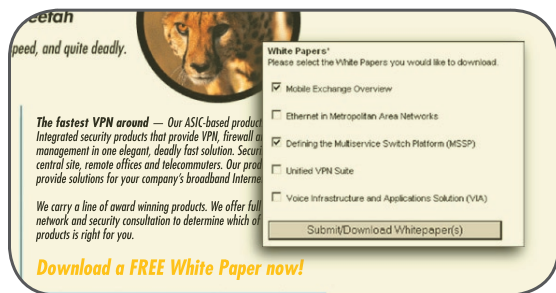


MESSAGE DELIVERY

Provide each partner with list creation and management capabilities, plus personalized “blast” schedules. HTML-format emails contain links for “Opt Out,” “Forward-To-A-Friend,” and other options that increase reach while complying with permission marketing policies.

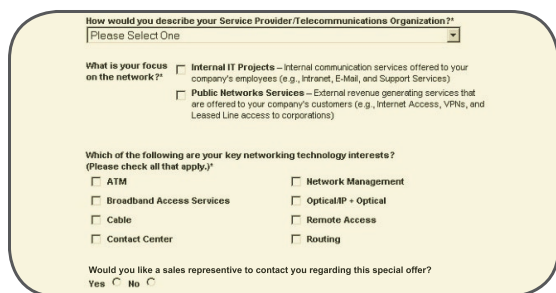
OFFER FULFILLMENT

In moments, create co-branded Web sites where prospects download a white paper, view a video, or register for an event. This module seamlessly integrates with EnabledWare™ Integrated Event Management Solutions for live or online event registration and management.



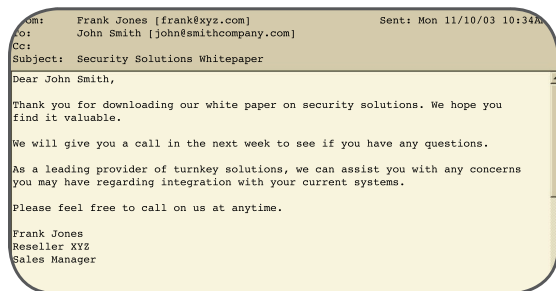
LEAD QUALIFICATION AND GENERATION

Easily-created registration pages contain profiling questions that turn channel partners' email responses into qualified leads. Real-time reports are available to partners and exportable to common CRM applications.



SALES FOLLOW-UP

"Thank You" and "Confirmation" emails sent to customers who register are co-branded by channel partners to help promote their own brand. Partners also distribute product information, in digital form, through an intuitive, easy-to-use Web interface. All activities are easily tracked and reported.



ROI MEASUREMENT

Collect and weigh global responses to partners' campaigns — all in real-time. Provide reports to key managers, executives, and partners via the Web interface or email. Compare activity performance across partners, programs, offers, creative approaches, timing — the variables are endless. It's the most *certain* way to immediately determine the effectiveness of your email campaigns and measure ROI.

| ROI Reporting | | | | | |
|---------------------|------------|--------------|-------------|--------------|------------|
| Reseller Results | | | | | |
| Reseller | #Campaigns | #Sent | #Viewed | %Clicked | #Leads |
| Action Resells | 2 | 5045 | 2512 | 3% | 45 |
| Service Inc. | 3 | 11235 | 3933 | 2.50% | 135 |
| Total | 5 | 16280 | 6445 | 2.70% | 180 |
| Campaign Results | | | | | |
| Campaign Name | #Resellers | #Sent | #Viewed | %Clicked | #Leads |
| Fast and affordable | 2 | 7105 | 2486 | 2.70% | 67 |
| Power to save | 2 | 6024 | 2108 | 2.60% | 62 |
| Time is now | 1 | 3151 | 1851 | 3% | 51 |
| Total | 5 | 16280 | 6445 | 2.70% | 180 |

THE BUILDING BLOCKS: ENABLEDWARE CHANNEL MARKETING MANAGER SOLUTIONS MODULES

Unlike off-the-shelf products, EnabledWare Channel Marketing Manager Solutions are designed to offer the flexibility of building blocks. Solution components, like building blocks, are configured in a virtually limitless number of arrangements. So you get a precisely customized solution based on your unique needs.

Moreover, your customized solution is created in a fraction of the time of custom development without tapping your IT resources. It's practical, innovative technology that conforms to your marketing practices and requirements — not the other way around.

EXPERIENCE ENABLEDWARE CHANNEL MARKETING MANAGER SOLUTIONS YOURSELF

For an in-person demonstration of the EnabledWare Channel Marketing Manager Solution, contact EnabledSites.

Expand. Empower. Enable.™

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