

CHAOS-TO-CLARITY CHANNEL DATA CHALLENGE

We transform your messiest partner data into AI-driven intelligence that saves your sales team hours every week.

PROBLEM

Your network of distribution partners sends weekly channel data (sales and inventory information). Very often it is in different formats. To make the data work with your systems, your internal sales/admin teams spend hours cleansing and re-formatting the data. This takes up valuable sales time, and may delay processing the information (e.g. through sickness or holidays). Manual handling also delays a partner getting a rebate, or worse, creates data errors resulting in incorrect payments, which erodes partner confidence.

SOLUTION

With our **FREE proof of concept**, we address your most problematic, challenging and time-consuming data and clean it up, using industry-proven AI models. We start with your most complex datasets and run a short pilot under NDA to ensure total data privacy and vendor control. Depending on the amount of data in the test, your proof of concept can be completed in just two weeks, producing a working example of what full automation could deliver.

- Data quality audit
- AI cleansing demo
- Secure NDA setup
- Proof-of-concept report
- Two-week turnaround for most datasets

WHY THIS WORKS

Our experience of many successful engagements with major distributors and resellers shows how clean data directly improves channel sales efficiency. We provide you with clean, fast data to bring new insights into your sales efforts in conjunction with your partner programs and campaigns. We also share best-practice models for ongoing data hygiene and partner reporting. Deployments can save valuable sales time, **most giving back at least six hours of regained time per month per salesperson**, time your team can reinvest in selling and partner growth.

OUTCOMES

- ✓ Gain reliable, analysis-ready partner data.
- ✓ Shorten rebate and reporting cycles.
- ✓ Reduce admin workload for sales teams.
- ✓ Increase confidence in partner reporting.
- ✓ Free up time for strategic selling.
- ✓ Adding speed and efficiency to your Partner Program

LET'S CONNECT

- ✉ dave@bomisco.com
- 🌐 www.connection2channel.com
- 🌐 [linkedin.com/in/davidmarshall](https://www.linkedin.com/in/davidmarshall)



DAVE MARSHALL

"Data is fuel for your channel sales engine. Bad fuel means an inefficient engine. You don't put bad fuel in your car, so why accept bad data in your sales systems? Talk to me about a more efficient sales engine."

**BOOK A BETTER DATA MANAGEMENT
DISCOVERY CALL**

No obligation. No pressure.
Just strategic insight.