Model **N**

Cradlepoint Case Study

CHANNEL DATA MANAGEMENT

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>
> It's been a great journey and experience with Model N and CDM. We have evolved from auditing channel partner data to doing true analysis and more.
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> — **Matt Karpavich,
> Director of Finance, Cradlepoint**

LIVE ON MODEL N

Cradlepoint deployed Model N CDM within 2 months of transitioning from E2Open's Zyme. CDM currently supports Cradlepoint sales commissions, inventory management and eight partner levels with associated pricing for each.

Cradlepoint Accelertates Growth with Actionable Channel Data

Challenges

INCONSISTENT, INACCURATE AND BAD CHANNEL DATA

Prior to implementing Model N's Channel Data Management (CDM), Cradlepoint needed a solution to help them understand their partner channel network with eight different partner levels and up to four tiers. Additionally, their sales commissioning took too long to deliver, and was constantly questioned by the sales team. They did not have reliable, timely data.

In 2014, Cradlepoint implemented Zyme, a solution from E2Open to address these challenges. It became clear, however, that the solution couldn't provide the level of data consistency and accuracy without Cradlepoint auditing the data nonstop. This inefficiency, plus their inability to solve the sales commissions and reporting issues, led them to seek another solution.

Benefits

SYSTEMATIC, ACCURATE AND TIMELY DATA AND REPORTING

After researching options, Cradlepoint selected Model N's Channel Data Management (CDM) solution to collect POS and inventory data globally from over 80% of their distributors, VARs, VAD and end-users.

Cradlepoint saw immediate improvements in their data accuracy and integrity. In early testing, there was a 200% improvement in opportunity matching versus the previous solution and less manual intervention and overhead due to Model N CDM's systemized approach. This allowed the finance team to focus on channel analysis and forward-looking opportunities. Additionally, Cradlepoint can offer better sales reporting and satisfy one-off requests from executives using Model N CDM data. Cradlepoint success metrics include:

01 Consistent weekly channel data collection and management for POS and Inventory

02 Dramatic improvement with data quality and credibility

03 Reliable and timely sales commision payments

04 Automate the data capturing of large partners using EDI

05 Greater data transparency and trust with sales leadership

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Improvement in opportunity matching versus the previous solution.

Model N Products at Cradlepoint

Channel Data Management

Model N's Channel Data Management solution provide manufacturers with better visibility into multi-tier distributors, resellers, ODM, OEM and end-customers in every transaction. With real-time information, they are more capable to anticipate ongoing channel shift, growth and global market expansion.

CDM Operations Manager

CDM Intelligence Cloud

Active Partner Management

NEW CAPABILITIES

- Data accuracy and transparency
- Accurate and timely collection of POS and inventory
- Electronic (EDI) connections with reporting partners
- Better partnership insights
- Trusted and timely sales commissioning
- Improved forward sales analysis

MODEL N CUSTOMER SINCE 2015

cradlepoint

Founded in 2006, Cradlepoint has grown to become the industry leader in cloud-delivered 4G LTE network solutions for business, service providers, and government organizations. Cradlepoint is extending its leadership into the emerging 5G space. With more than 23,000 customers worldwide in retail, financial services, healthcare, transportation and public sector, Cradlepoint keeps their branch and mobile networks, and IoT devices, always connected and protected.

Cradlepoint currently collects point of sale (POS) and inventory data from global channel partners including distributors, VARs, VADs and end-users worldwide. cradlepoint.com

SOLUTION REPLACED

E2Open Zyme

Model **N**