

PartnerAccess Delivers a Strong ROI

You know a successful product launch has a pronounced impact on a product's ultimate profitability. Accelerating the initial "ramp up" to full sales volume increases the effective lifecycle of a product. In addition, rapid "time to volume" also maximizes sales while a product often has its highest profit margin – shortly after introduction and before competitive response. Empowering channel partners with complete, timely and rich product content is a major factor to a manufacturers' success.

PartnerAccess enables manufacturers to automate and streamline each step of the product content management process – from content creation and launch through product content delivery and tracking. This can result in higher revenues, quicker time-to-market, increased awareness and dramatically lower channel marketing costs.

To help you determine the costs and benefits of deploying a PartnerAccess solution, consider these four value drivers:

- Increased sales through channel partners
- Reduced at-risk revenues during a new product launch
- Increased efficiency in product content distribution
- Reduced costs of tracking and reporting on product content

ROI QUERY 1: **Is there a material sales lift when manufacturers create or edit product information and enhance it with rich content like product videos, reviews, users guides and multi-angle images?**

Product Sales Assumptions		
Manufacturer Annual Product Sales	\$100,000,000	
Average Percent of Sales Through DMRs/E-tailers	60%	
Total Annual Product Sales Through DMRs/E-tailers		\$60,000,000
Percent of Consumer-Driven Product Sales DMRs/E-tailers Make Online	40%	
Total Annual Consumer-Driven Product Sales Through DMRs/E-tailers Made Online		\$24,000,000
Percent of DMRs/E-tailers Influenced by CNET Channel	75%	
Total Annual Consumer-Driven Product Sales Through DMRs/E-tailers Made Online That CNET Channel Influences		\$18,000,000

Product SKUs Enhanced with Rich Content		
Average Overall Lift to "Add-to-Cart" Actions	6%	
Total Global Product Sales Increase in Add-to-Cart		\$1,080,000
Average Cart-to-Sales Conversion	65%	
Total Annual Expected Product Sales Lift That CNET Channel Influences		\$702,000
Gross Margin	40%	
Total Gross Margin Lift Using PartnerAccess		\$280,800

ROI QUERY 2: How can manufacturers maximize channel sales during the brief new product launch window?

Product Sales Assumptions		
Manufacturer Lifetime Product Sales (One SKU)	\$4,000,000	
% of Lifetime Product Sales Realized in First Month	17%	
First Month Product Sales (One SKU)		\$680,000
Average Percent of Sales Through DMRs/E-tailers	60%	
Total First Month Product Sales (One SKU) Through DMRs/E-tailers		\$408,000
Percent of DMRs/E-tailers Influenced by CNET Channel	75%	
Total First Month Consumer-Driven Product Sales (One SKU) Through DMRs/E-tailers That CNET Channel Influences		\$306,000

"At Risk" Assumptions		
Estimated Number of Weeks At Risk By Supplying DMRs/E-tailers with No or Insufficient Product Content at Launch	2	
At-Risk First Month Consumer-Driven Product Sales (One SKU) Through DMRs/E-tailers		\$153,000
Number of New Product Launches Per Year	25	
Total At-Risk First Month Consumer-Driven Product Sales Through DMRs/E-tailers (All New SKUs)		\$3,825,000
Gross Margin	40%	
Total Gross Margin Influencable by PartnerAccess During the First Two-Weeks of a Product's Launch		\$1,530,000

ROI QUERY 3: How can manufacturers reduce time spent on routine product content management so Product Managers can focus on winning new business and cultivating relationships?

Product Content Management Assumptions		
Amount of Hours Spent Managing Product Content for Each New Product	30	
Number of New Product Launches Per Year	25	
Total Amount of Hours Spent Managing Product Content Per Year		750
Percentage of Time Saved Managing Product Content Per Year Using PartnerAccess	90%	
Total Amount of Hours Saved Managing Product Content Per Year		675

Staffing Assumptions		
Annual Product Manager's Salary	\$94,000	
Loading Factor for Overhead and Benefits	39%	
Annual Expected Costs Deferred Using PartnerAccess to Manage Product Content Databases		\$44,098

ROI QUERY 4: Is there a material reduction in the time and cost of tracking and reporting on each SKUs product content creation, modification, distribution and popularity?

Product and Competitor Tracking Assumptions		
Avg Hours/Week Spent Tracking the Dissemination of Product Content to Channel Partners	9	
Avg Hours/Week Spent Reporting on the Dissemination of Product Content to Channel Partners	1	
Sub-Total Amount of Hours Spent Tracking and Reporting on the Dissemination of Product Content to Channel Partners Per Year		500
Percentage of Time Saved Tracking and Reporting on the Dissemination of Product Content to Channel Partners Per Year Using PartnerAccess	95%	
Total Amount of Hours Spent Tracking and Reporting on the Dissemination of Product Content to Channel Partners Per Year		475
Staffing Assumptions		
Annual Product Manager's Salary	\$94,000	
Loading Factor for Overhead and Benefits	39%	
Annual Expected Costs Deferred Using PartnerAccess to Track and Report on the Dissemination of Product Content to Channel Partners Per Year		\$31,032

OTHER ROI: In addition to the primary ROI drivers discussed on previous pages, PartnerAccess can also drive value to your business by:

Reaching Potentially New Channel Partners

- CNET Channel power the e-commerce platforms for over 1,500 channel businesses worldwide
- Effectively reach small-medium VARs – a segment of the channel that most manufacturers have a hard time communicating to directly

Decreasing Customer Support Costs

- Fewer calls from channel partners or end users because you've made better/richer product content and information available

Leveraging Your Existing Marketing Assets

- More effective amortization of marketing assets (e.g. product demos, user manuals, multi-angle product images) when they're used by your channel partners

“Here we were, first-to-market with the latest drive technology in tape automation, and the SKU wasn’t on some of the most important, highest revenue-generating Web sites. But PartnerAccess made it simple — and quick to fix.”

— Rebecca Gonzalez, N.A. Customer Marketing Director, Quantum



Quantum

“Since using CNET Channel’s PartnerAccess to update product information and ensure that our data is accurate, we hear from our OEMs and VARs much less frequently, because they don’t need to call us to get information.”

— Gail Geisel, OEM Sales Manager, iGo (Mobility Electronics)



iGo

“We face the challenge of trying to deliver more user friendly and rich product information to all channel partners, while also trying to get across our technical and promotional details.”

— Fernando Urteaga, Director Enterprise Printers, Epson



EPSON

“Consumers are multi-channel. Most research online but many will still take their purchase to a retail store. Others will buy online if they can get the same in-store buying experience. Consumer demand for product information and rich media content is very high.”

— Tamara Mendelsohn, Forrester Research



FORRESTER

“Our ability to work with channel partners to make sure that message is correct and is seen similarly in different areas is going to help the consumers doing their research separate fact from speculation and opinion.”

— Jay Vandebree, President, Sony Consumer Sales Company



SONY

“If I can point my salespeople to a single place that provides all the selling guides, technical docs, product shots and testing reports from our key vendors – it would save them a huge amount of time each day instead of combing through each manufacturer’s website.”

— Erol Mustafa, President, Safari Micro



safari micro