



Design Registration

OVERVIEW

Managing and tracking design opportunities within the channel and to specific deals has never been easier or faster. The NehaNet Design Registration system helps you manage the design registration processes of your distributors and channel partners while meeting specific manufacturer requirements. This system makes it easy for those partners to register new designs with you while giving you the opportunity to recognize their efforts.

“Our distributors now get the credit they deserve for bringing in designs and as a result they're motivated to more quickly identify new opportunities.”

Scott Gibson
Chief Financial Officer
Cradle Technologies

BUSINESS BENEFITS:

Create Demand

Move your distributors and partners from pure fulfillment to a demand creation source. Motivate your channel partners to register new designs in your system and encourage them to scout their regions for new designs and related business. Ensure that you are not losing designs a distributor had information about.

Get Your Channel Working

Have your channel partners work hard to bring you business. Create a system that compensates the distributor or partner for putting in the extra effort by, for example, offering a special design registration price which is lower than your standard distributor

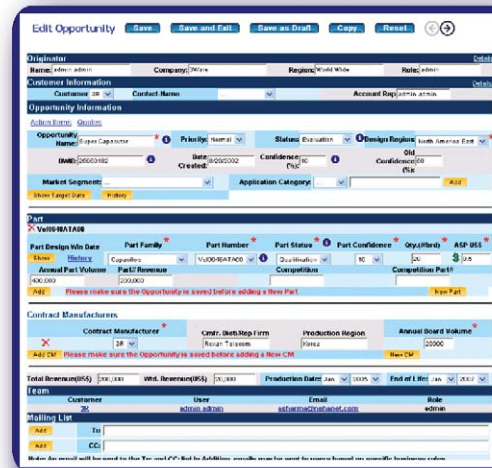
quote price. You can even change distributors on designs to reward performing channel partners.

Maximize Margins

Competing with yourself is the easiest way to lose margin. The NehaNet system ensures that distributor and partner deals get tied to a single registered design opportunity. You gain visibility and control while the end customer gets a consistent price for your product.

Boost Customer Satisfaction

Consistency in pricing and messaging from multiple sources will allow customers to choose

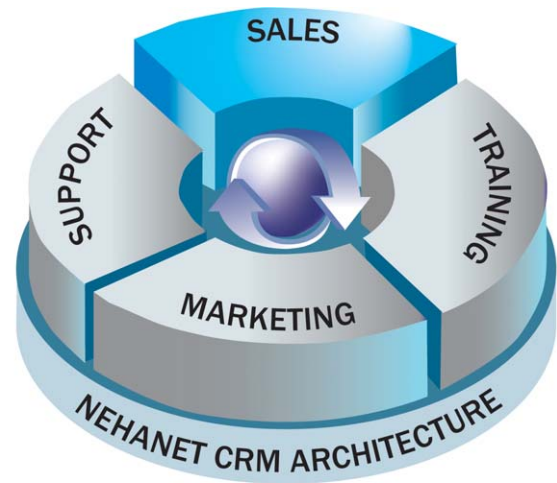


Your channel partners can associate specific parts to each design. This can be linked to your NehaNet Product Selection system

your products based on their technical and business requirements, not on price differences between sources. This gives you a competitive advantage.

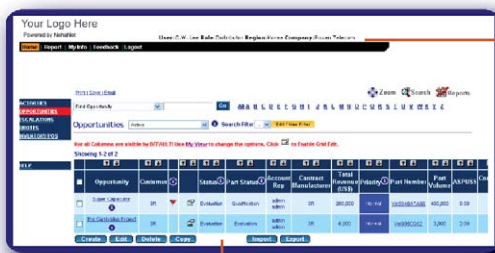
“Registering a design helps us ensure the end buyer gets a consistent price quote from all the reps and distributors bidding for that design.”

Scott Gibson
Chief Financial Officer
Cradle Technologies



Management Visibility

Quickly identify the partners who bring in the majority of business through design registrations. Measure and report on channel marketing effectiveness in driving new business. Understand underlying trends in the channel to manage them effectively.



Your distributors can easily track their Registered Design details

You and your distributor can easily drill into design details

FEATURES:

- NEDA Form Compliant
- Web Site Integration
- Design Registration Attachments
- Approval Workflow
- Partial Registration Approval
- Automatic Approval
- Easy Analysis
- Email Alerts
- Role-based Views and Access
- Microsoft Excel integration
- Microsoft Outlook integration
- Flexible Reporting and Analysis
- Two-click Smart Jump



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