Supplier-Partner Relationship Management

These are trying times

The recent outbreak of global pandemic SARS-CoV-2, also known as COVID-19 has already proven itself at having a major impact on the global economy. Many industries are suffering due to the high risk of contamination & government-imposed lockdowns. During such times of a global crisis, a Telecom or Retail operator's overall Distribution chain & Partner Management ecosystem has been rupturing. Challenges could be seen rising exponentially for business aspects such as Partner On-boarding, movement of inventory and assets, eroding channel wide revenues, low engagement and collaboration levels, fear of supply chain unknowns and compliance there-of. There might be too many systems to accomplish Partner Lifecycle Management functions resulting in more YoY Operating Expenses. Yet such systems might not be flexible enough to digitally add partners or do new acquisitions and deliver SIMs/products or conduct physical surveys for that matter as part of continuous service improvement objectives.

But there's room for possibilities

However, recent events can also be seen as a catalyst for spearheading a lot of Digital Transformation & Innovation, especially in Partner Management functions. The panacea to all existing and emerging Partner Management and Distribution problems might be to bring these functions closer together as services under one umbrella cover. In that way they can work in unison without outside system-wide dependencies.
Enhancesys Innovations has come up with an advanced version of its base software for addressing the same.
It's termed as S-PRM (Supplier-Partner Relationship Management) and is a cut-out component of the parent software S-NOC (Sales-Network Operations Center). Leveraging REST-based Open APIs, the system has high performing interoperability measures for real-time transactions and updates. While utilizing secure encryption, authentication and authorization measures as commensurate at an enterprise level, provides high security and data protection at the same time.

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Supplier-Partner Relationship Management

OmniChannel S-PRM Springboard

On-board New Partner(s) easily in few clicks

Monitor Partner Incidents, Survey Feedback

Manage Digital Assets & Product Data

Partner Services/Self-Service

Analyze Partner Performance

Manage Omnichannel Commerce

Manage Partner Relationships — Supply Chain, Sourcing, Procurement, Finance, Settlement

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S-PRM Springboard Details - Part I

ONBOARD NEW PARTNERS EASILY IN FEW CLICKS

This feature replaces the typically disjointed approach used to manage the full lifecycle of partners across regions and business units through multiple systems and check points.

Through a process-driven workflow, key stakeholders can easily verify information and documents provided by a potential new partner, qualify it for onboarding, or reject it for reasons such as non-compliance.
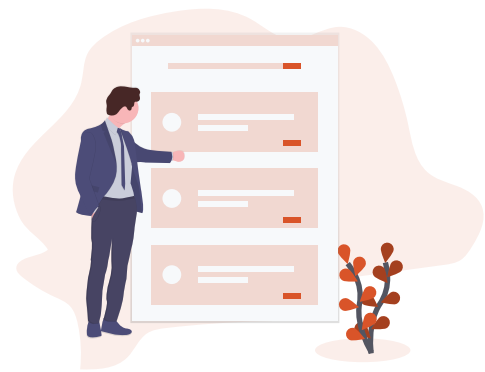
MANAGE DIGITAL ASSETS & PRODUCT DATA

Partners/Distributors often provide product related data in a variety of formats. This feature helps managing product data in a standard & consistent library format — as part of the Digital Asset Management (Product Management hierarchy) capability within S-PRM. All product data and meta-data, attributes can be built-in while setting up the Product Management base. This can serve as the logical virtual product master for all channel partners. Manual workloads & interventions can get notably shrink resulting in higher operational efficiencies.

MANAGE OMNICHANNEL COMMERCE

S-PRM renders a unified product experience across various channels. Either the parent Telecom operator/Retailer or the Partners will have the additional capability to bundle & sell partner wide product/service subscriptions. E.g. Music/Video on Demand subscriptions bundled with 1 year contracts relating to Broadband internet, Television & Telephone with wireless service provisions.

Alternately, such service subscriptions can be offered to be sold standalone as well on a typical revenue share model, with the operator marketplace and network being leveraged by the partners. Also, harness the ease of business diversification as a B2B seller, by selling directly to other businesses. E.g. Telecom Service Provider selling SIM cards to ATM providers in bulk.

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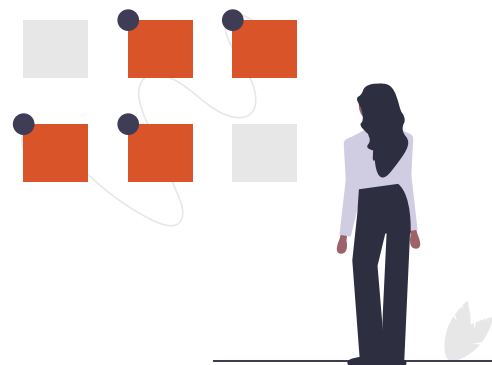
Supplier Partner Relationship Management

## S-PRM Springboard Details - Part II

MANAGE PARTNER RELATIONSHIPS

S-PRM provides a 360° view of consistent and connected partner information, & all partner relationships across the business. With easy to configure partner/distributor hierarchy & organization framework within the tool, it allows supply chain teams to quickly & easily access, manage, & analyze business critical vendor data & relationships. Role based dashboards combined with an intuitive user interface design & integrated BI reporting, helps monitor & analyze partners within few clicks. It is also simple to assess compliance, supply chain, & procurement risk management based on locations, products supplied, delivery performance, or invoice status.

ANALYZE PERFORMANCE OF PARTNER THROUGH ASSISTED- AI

Helps tracking and monitoring Partner/Distributor Performance with true measures of variance & standard deviations against quantified objectives set like Sales volumes, Order values or Revenue targets. It has pre-configured scripts to measure and benchmark against key Business KPIs like Best and Worst Partners and Median scores, Partner Lifetime Value, Intelligent Re-order point for stock/inventory movement etc. For Example Corrective actions as part of continuous improvements plans could be taken for an identified partner with consistent "high standard deviation" in terms of Orders or new acquisitions, inventory replenishments against a specified time period.
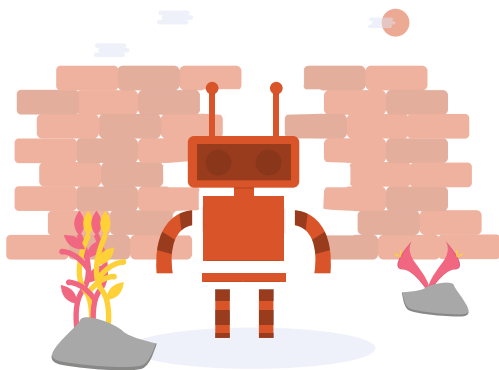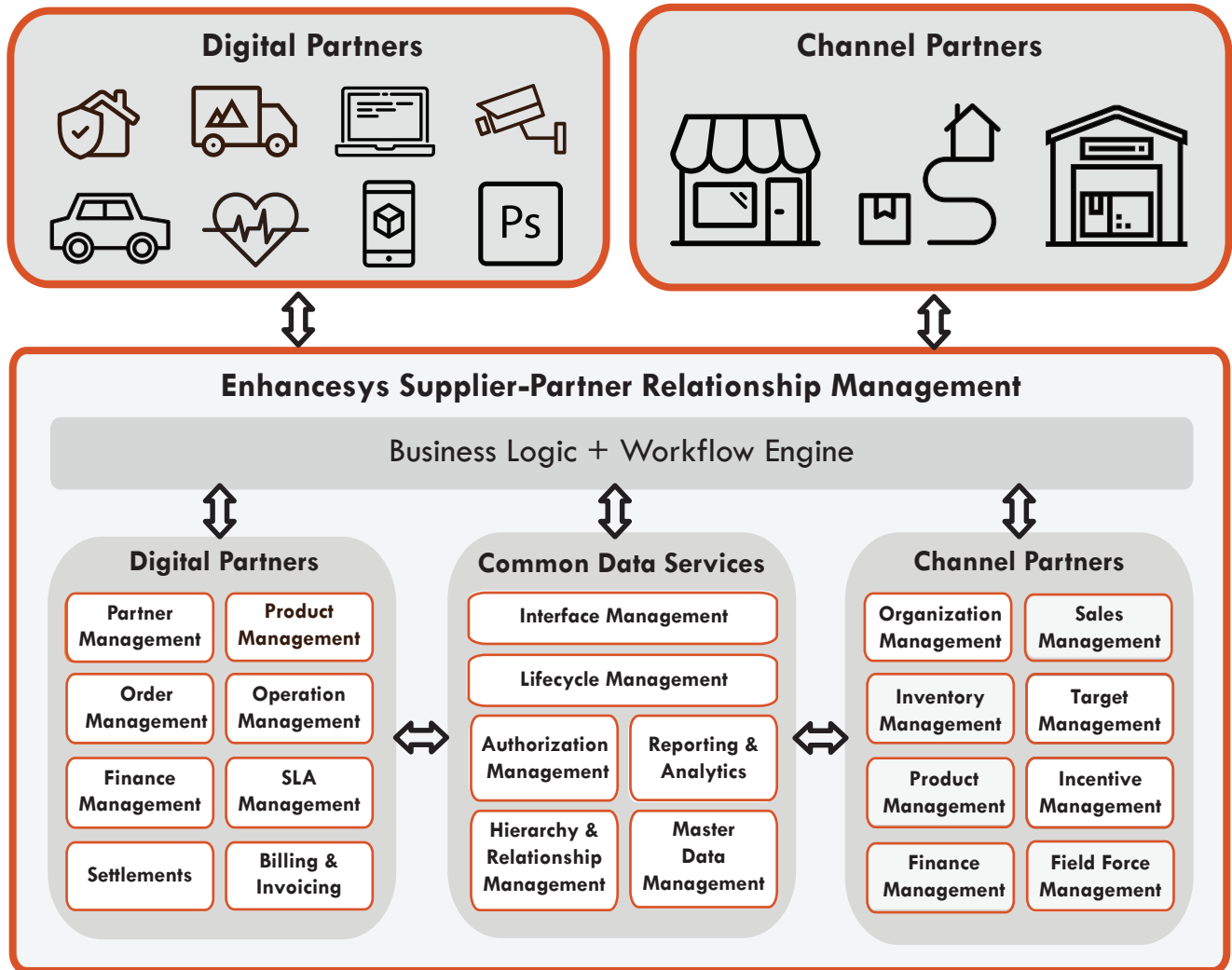
MONITOR PARTNER INCIDENTS & SURVEY FEEDBACK

S-PRM provides with a 360° SLA driven Incident Management capabilities. Incidents can be easily prioritized into categories and assigned or re-assigned to specific groups/individuals. Continuous tracking and notification across channels keeps all parties intimated in real time. Defined escalation matrix support. Provision for dynamic reporting wrt measuring KPIs and efficiency of the Incident Management process. For Example. Efficiency% = #Incidents Closed/#Incidents [Open + Closed] for a specific Period of Time/ Incident Category, Right First Time (RFT)% = #Incidents Closed with 1st assignment/#Incidents Closed. Also, provision for capturing product/service feedback through Distributors and Sellers across channels. Helps staying competitive, arresting gaps in the entire supply chain and taking preventive actions.

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Supplier-Partner Relationship Management

S-PRM: Logical Architecture

Digital Partners

Channel Partners

Enhancesys Supplier-Partner Relationship Management

Business Logic + Workflow Engine

Digital Partners

Partner Management	Product Management
Order Management	Operation Management
Finance Management	SLA Management
Settlements	Billing & Invoicing

Common Data Services

Interface Management

Lifecycle Management

Authorization Management	Reporting & Analytics
Hierarchy & Relationship Management	Master Data Management

Channel Partners

Organization Management	Sales Management
Inventory Management	Target Management
Product Management	Incentive Management
Finance Management	Field Force Management

"We cannot solve our problems with the same thinking we used when we created them."

- Albert Einstein

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Business Benefits

- **EASY & EFFICIENT** PARTNER ON-BOARDING AND HIERARCHY & PARTNER MANAGEMENT WITH COMPLEX RELATIONSHIPS.

- CREATING AND **SUPPORTING NEW BUSINESS MODELS** WITH COMPLEX ECOSYSTEMS & PARTNERS.

- **FLEXIBLE & QUICK** THIRD-PARTY INTEGRATION AND REVENUE SHARING WITH PARTNER ECOSYSTEM.

- **EASY & TRANSPARENT** SETTLEMENTS AND BILLING MODULES FOR PARTNERS IN ECOSYSTEM.

- **INTERACTIVE** VISUAL CHARTS IN DASHBOARDS AND REPORTS, AND MOBILE APPS FOR **EASY ACCESS.**

- **HIGHLY SECURE AND SCALABLE** SOLUTION FOR VARIOUS BUSINESSES & INDUSTRIES.

How do I assess my "Partner Management" Enterprise Roadmap Maturity?

Do you foresee potential Business impact on the Partner Management side?

Would you want to consider a Partner Management Enterprise Roadmap Maturity assessment for Business continuity? Reach out to info@enhancesys.com and express your interest. We will share the assessment process.

Outcome in the form of a 'canned report' meeting your business objectives. Your high-level business blueprint to review and provide consent for **S-PRM** fitment and potential implementation.

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About Enhancesys

Founded in 2011, Enhancesys is a software product company headquartered in Cupertino, USA; and has a state-of-the-art global innovation and development center in the heart of India's Silicon Valley – Koramangala, Bangalore.

Enhancesys enables transformation of business by protecting and growing revenue, improving operational efficiency and generating savings.
Our innovation engines help in the creation of new revenue-generating service offerings, comprehensive automation, and significant performance enhancements.

We have a current business footprint in Telecom and Retail across geographies like Asia, Europe, and Africa.

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