

## Channel Visibility in Salesforce.com™

Enterasys Secure Networks, a Siemens Enterprise Communications Company, prides itself on being reliable, innovative and customer-focused. Their culture is defined by the statement, "We are Enterasys, and there is nothing more important than our customers."

### The Problem

Enterasys sees the value of using the channel to increase sales. They fully appreciate being able to stock inventory closer to their end-customers and leverage credit terms provided to end-customers by partners. In the last three years they have moved from a direct sales model to sending 80% of their revenue through their indirect sales channel. To make their channel model successful they realized they needed to be able to effectively track orders for their complex high tech product line and be able to recognize revenue in a sales-out channel model.

Enterasys found that they had little or no visibility into channel sales data, which meant that they struggled to close their books in a timely fashion. Most importantly, they had no way of validating Service Agreements or Warranties. Dedicated to excellent customer service, they frequently provided service without proof of a current Agreement or a means of prompting a renewal.

### The Solution

"To solve the problem we wanted to leverage the power of SaaS solutions and we worked with Channelinsight and Salesforce to create a cloud-based, integrated solution," said Ben Doyle, Director of IT Applications at Enterasys Networks.

The solution uses [Channelinsight for Salesforce solution](#) in tandem with BigMachines configuration, pricing and quoting capabilities to automatically close the loop from lead to shipment. Channelinsight collects POS data daily from 5,000 sites, including all Enterasys partners. We process over 370,000 transactions annually for Enterasys using our patented matching technology, identify the distributor, reseller, product and serial number, using our 10 million entity Directory. We validate the special pricing provided by Big Machines with our Discount Manager and also validate serial number, which allows Service Agreements to be tracked by serial number and date. This matched, validated data is then pushed into Salesforce daily allowing timely reconciliation of revenue, facilitating timely close at month, quarter and year-end.

## The Benefits

Enterasys now has complete, real-time visibility into their channel sales. As a result of implementing this solution, Enterasys is better able to close their books in a timely fashion. Enterasys can also be proactive in managing their Service Agreements and warranties – resulting in \$8 million upside to their service revenues each year.