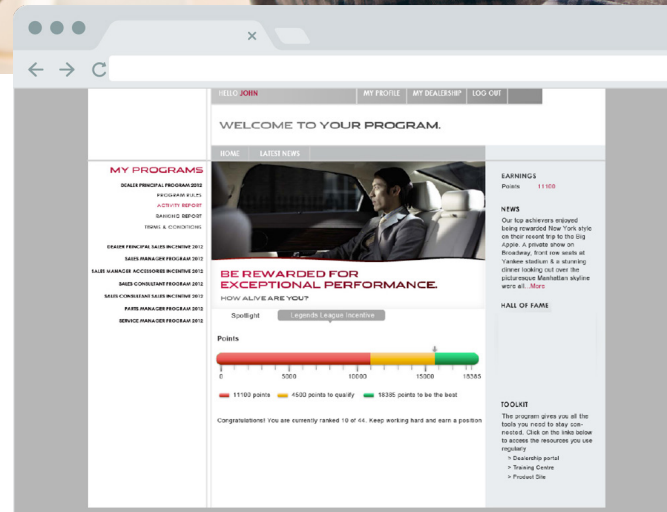




Drive sales results with Channel Smart

A modular channel incentive framework that provides flexibility through highly customizable features.

BI WORLDWIDE introduces its most advanced channel engagement solution – Channel Smart! Incorporating the most recurring channel marketing requirements in the framework, Channel Smart is specifically designed to combine common base functionality with unique client requirements.



fits JUST RIGHT

This blending of prebuilt and customized functionality creates the perfect fit for your unique situation and allows channel managers to launch programs that address market conditions in a timely manner.

Channel Smart is the catalyst behind best-in-class channel incentive solutions. Leveraging the principles of behavioural economics, our strategic and engaging channel incentives are designed to help your channel partners to reach new heights.



Database & Access

- Defined Access Levels & Job Roles
- Audience Smart
- Responsive Design
- Mobile App
- Truly Global



Incentive Modules

- Sales Claims
- Single Target
- Multiple Targets
- Sell X, Get Y



Engagement Tools

- Communications
- Content/News
- Quizzes
- Surveys/Polls
- Gamification



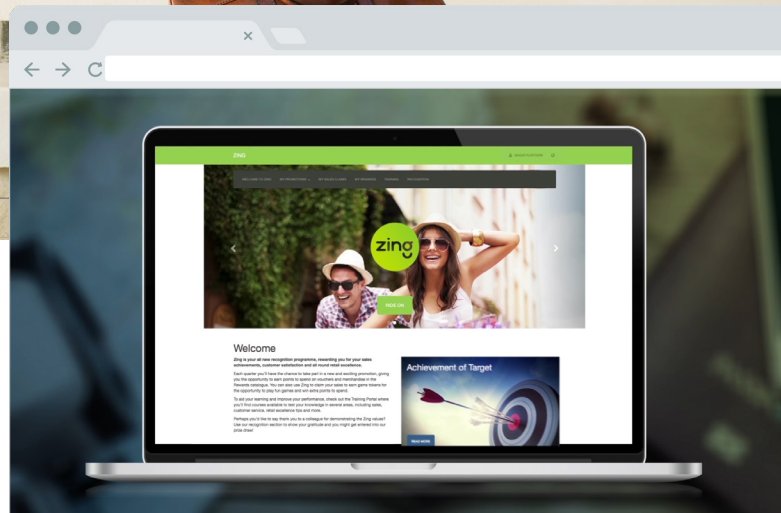
Reporting & Analytics

- My Performance
- Leaderboards
- Management Reporting
- Visual Dashboards
- Exportable Data



Global Rewards Marketplace

- Luxury Merchandise
- DIY Travel Booking
- Experiences
- Event Tickets



Core Features

brand SMART

Choose from multiple configurable design templates that conform to your brand guidelines, desired messaging, and program structure.

audience SMART

Align Channel Smart to your organizational structure. Our audience SMART features such as job roles, access levels, and users are all configurable with ease, allowing you to target the right people at the right time to maximize engagement and participation.

responsive DESIGN

Access your customized channel incentive platform from any device. These designs have been fully tested on the latest browsers so you can be assured of a seamless user experience.

mobile APP

For channel partners on the move, give them access to core functionality within the Channel Smart mobile App:

- Profile
- Articles/News
- Points Balance
- Sales Claims
- My Goal
- My Awards
- My Performance
- Shop



rules ENGINE

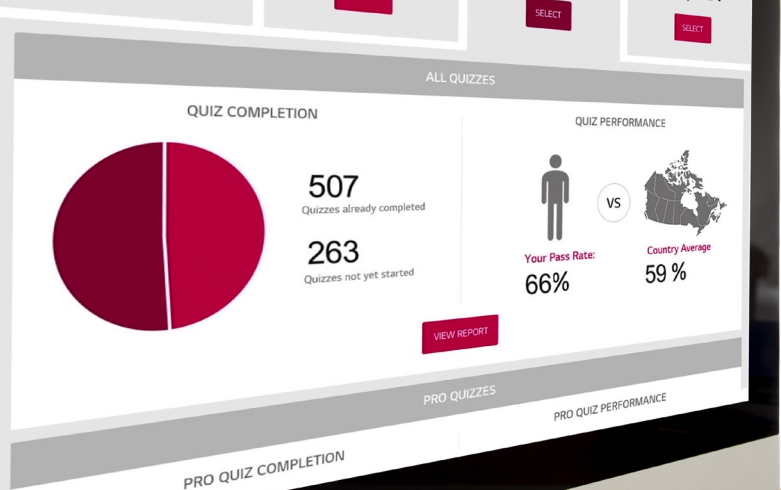
Adopt pre-developed business logic for the most common channel programs:

- Run promotions based on “Do this, Get that” achievement of single or multiple targets
- Upload eligible products
- Upload sales transactions
- Enable online sales claims
- Apply business rules and budget controls at the promotion or user level

creative COMMUNICATION

Use content MANAGER to develop systematic and creative communications to inform and inspire action from your channel:

- Audience smart
- Event confirmations
- Communications
- Newsletters
- Marketing campaigns



reporting SUITE

Gain clear insight into all program and participant activity, creating real-time tracking and analysis.

1. my PERFORMANCE

View relevant user performance data through a combination of Channel Smart's core reporting framework and customized user interface. Use What If indicators to deliver incremental performance and show users how to reach the next level.

2. management REPORTS

Capture the critical leading and lagging metrics associated with your channel incentive program through management reports and graphical dashboards.

sales CLAIMS

Get the flexibility you need to cater to your specific data requirements.

engagement TOOLS

Drive adoption and other leading metrics and

inspire behaviour change, through Channel Smart's gamification techniques such as missions, challenges, and polling. Use quizzes to combine learning reinforcement with motivating rewards.

Global REWARDS MARKETPLACE

Points earned in channel promotions are redeemed within Channel Smart's Global Rewards Marketplace—an unbeatable collection of luxury merchandise, once-in-a-lifetime experiences, and our proprietary travel engine.

Brands that fit every lifestyle, destinations that are only dreamed of, and experiences that'll be raved about.



Events



Luxury
Merchandise



Travel



Experiences

There really is something for everyone!

GoalQuest®

If that isn't enough, our **GoalQuest®** methodology drives individual performance through the provision of tailored, self-selected targets, giving participants the power to choose their own risk and reward.

Contact Us

If you would like a demo of Channel Smart, please send a message to canada@biworldwide.com or reach out through our [website](#).

