

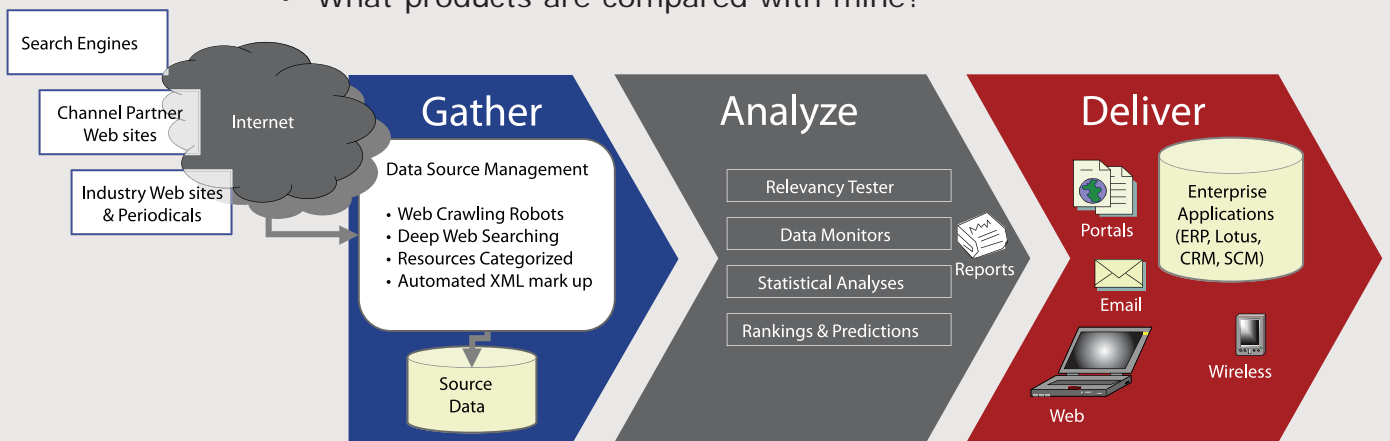


Manage Partners and Distribution Channels

An electronics manufacturer needs to monitor online distribution partners to insure compliance with marketing and pricing contracts. This manufacturer also wants to identify new partners by looking for vendors that carry competing products.

Specifically:

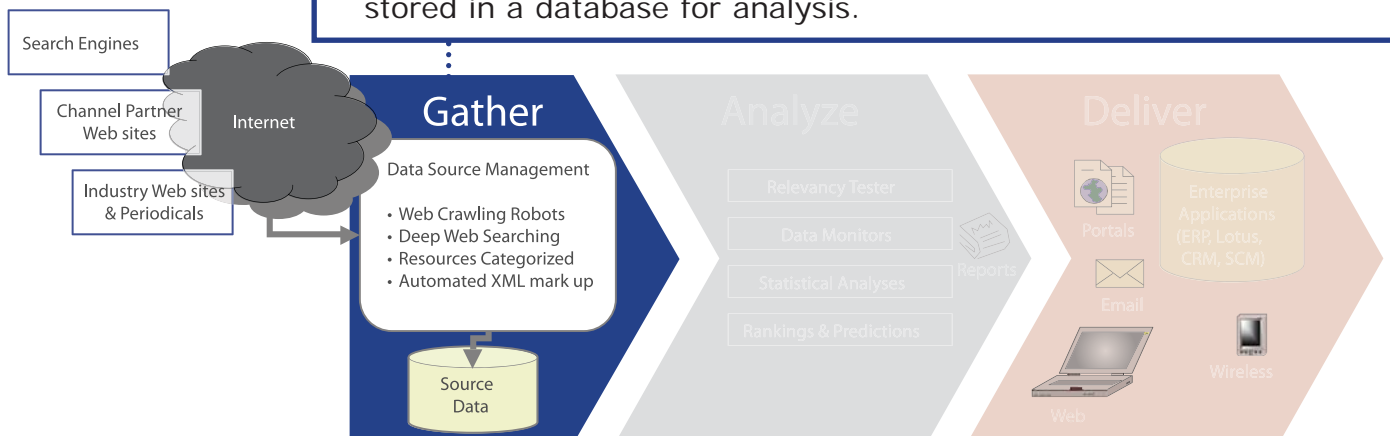
- What vendors carry competing products but not mine?
- Are my products in stock and what price are they advertised at?
- What sales materials are being used to describe my products?
- What products are compared with mine?



The company needs current information and historical views of time series data.

Step 1: Gather data on channel partners and competitors.

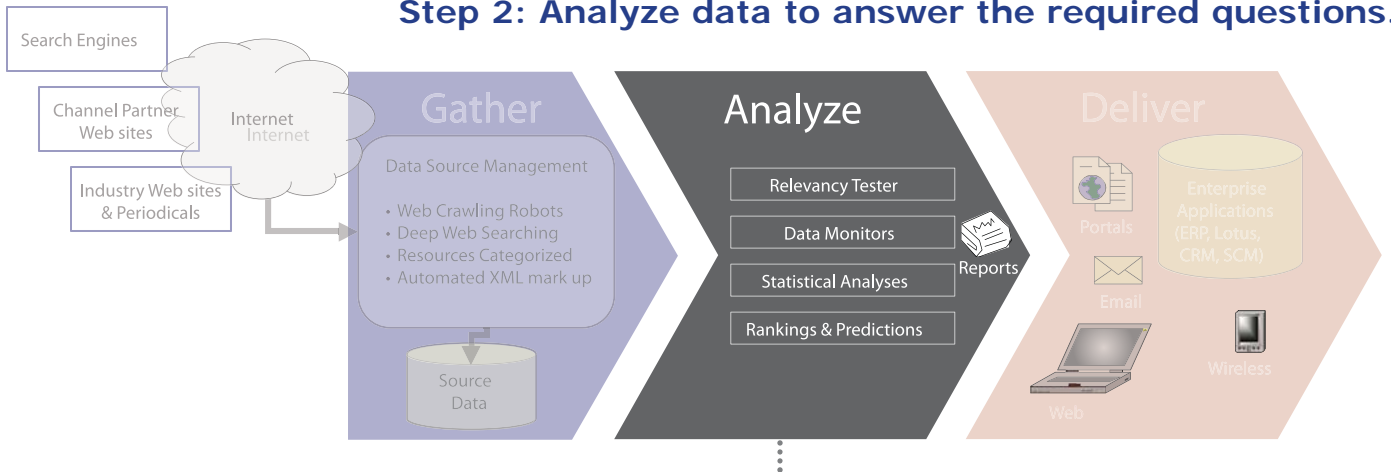
- Agents query search engines to find and gather data on sites that carry competing products and sites where partners are advertising.
- Catalog, availability and pricing information is collected from partners' web sites.
- Data on each partner and prospect is transformed to XML and stored in a database for analysis.





Manage Partners and Distribution Channels

Step 2: Analyze data to answer the required questions.



- Marketing, inventory and pricing data is analyzed to insure compliance with existing contracts.
- Prospects (sites that carry competing products) are categorized according to the products they carry.

Step 3: Deliver intelligence to personnel and enterprise applications.

Analysis reports are delivered to executives in charge of partner relationships are archived in relational databases for historical analysis.

