

## Co-op/MDF Management

Prevent Marketing Fund Neglect and Increase ROI



Computer Market Research provides unmatched visibility on channel spending for improved ROI. The Co-op/MDF Management tool enables you to operate your Co-op and MDF programs on a global scale. The Co-op/MDF solutions are entirely configurable so that channel management teams can build and deploy their own marketing programs that support their unique program guidelines.

Gain insight into your entire prior-approval to payment process with both a holistic and granular view on marketing expenditures, claims, payments, and partner activity.

### Benefits

- Streamlined monitoring of trade promotion programs
- Increased ROI visibility
- Easily identify new marketing opportunities based off partner performance
- Increased partner satisfaction from on time payments
- Optimized fund allocation

### Features

- Automation of Co-op/MDF requests and payments
- Expedited approval process
- Closed loop analytics
- Easily configurable
- Supports accrual and discretionary funding models
- Multiple security levels

## How it Works



## Get your marketing funds on track

- Visibility into every stage of your channel marketing process
- Resellers can easily submit prior-approvals, upload claims, and access reimbursement information
- Channel managers can create and manage prior-approval webforms without requiring IT resources
- Computer Market Research maintains an automated audit trail, ensuring complete data integrity

## Easy to Use Interface

Company:	<input type="text"/>	Date of Request:	<input type="text"/>
Authorized Representative:	<input type="text"/>	Date of Activity:	<input type="text"/>

  

<b>Company Address and Contact Information:</b>	
Address:	Suite/Apt:
<input type="text"/>	<input type="text"/>
City:	State/Province:
<input type="text"/>	<input type="text"/>
Country:	Postal Code:
<input type="text"/>	<input type="text"/>
Phone/Fax:	Email:
<input type="text"/>	<input type="text"/>
Please check:	
<input type="checkbox"/> Authorized Reseller	<input type="checkbox"/> Authorized Distributor
<input type="checkbox"/> Authorized Third Party Reseller*	
Please List Reseller:	
<input type="text"/>	

Co-op/MDF Management expedites the administrative process, removing all burdens from channel teams so they can focus on generating the most ROI from their channel marketing budget.