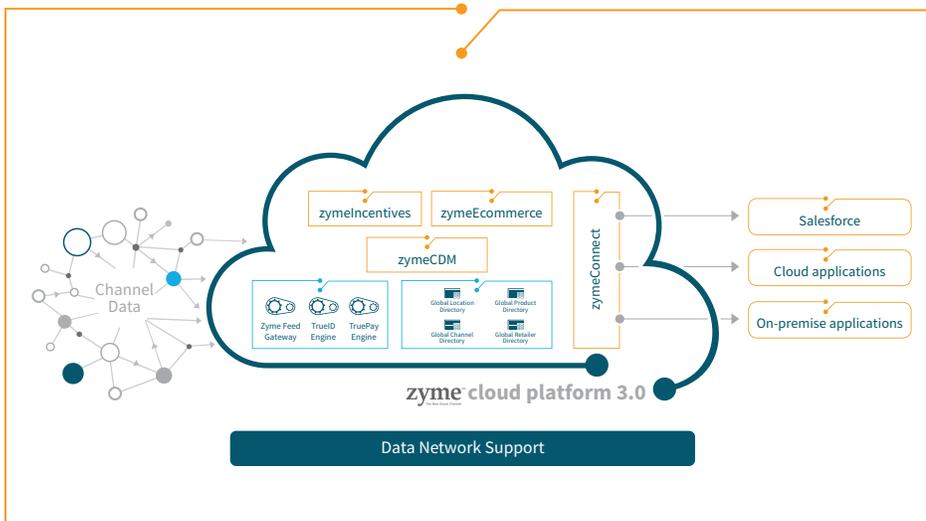


zyme cloud platform 3.0 is the world's most advanced Channel Data Management (CDM) platform with a comprehensive suite of SaaS-based products and value-added services that empower leading companies to get the maximum ROI out of their channel investment. zyme cloud platform 3.0 provides end-to-end CDM capabilities, ranging from automated data collection and enrichment to advanced analytics reporting and integration with 3rd party systems. The platform also offers comprehensive solutions for managing e-commerce channels and incentives payout.



The Zyme Differentiators

- Global directory of 2 million validated channel partners
- Exclusive content directories and algorithms to offer unmatched competitive advantages
- Collects data from 150+ countries
- Processes over 1 billion transactions every year
- Industry's highest data processing accuracy
- On-demand analytics – Mobile optimized
- Scale and Performance – 99.9% Solution Uptime
- Omnichannel data management - physical and digital
- 95%+ Tier 1 partners on platform
- Security and compliance – SSAE16, ISO27001, and Privacy Shield
- Exclusive "last mile" services that make CDM easy for channel partners

Products offered on zyme cloud platform 3.0

Zyme offers 4 primary products with relevant modules for specific use-cases. Each of these products and modules are powered by a set of key technologies and directories.

zymeCDMSM

zymeCDM is Zyme's flagship product that forms the base of end-to-end channel data management, including the critical capabilities of data acquisition, validation, enrichment, incisive analytics, and integration into downstream systems. Each of these capabilities are a series of modules for specific use-cases.

Data Acquisition Series enable comprehensive multi-modal channel data collection, validation, enrichments, and reporting to both customers and channel partners.

TrueData Collect	Core module of zymeCDM with a broad array of channel data collection and transformation capabilities, and tools to monitor, measure, and manage reliable data collection, processing, and delivery.
TrueData Foundation	Provides staging capabilities for customers who do not require extensive transformation, standardization, monitoring, and management capabilities to consume their channel data.
TrueData Network Collect	Self-serve, cost-effective, and error-free mechanism intended for low transaction-volume partners, and accessed via web user interface. Instant validation at point of submission.



Data Quality Series improve the usability of data for customers with Zyme’s state-of-the-art proprietary algorithms and robust content databases.

TrueID SKU	Improves ROI from the channel by SKU identification and optimizing inventory, manufacturing, and incentives spend.
TrueID Asset	Enables efficient tracking of each asset through the distribution chain, understanding the Route-To-Customer, preventing grey market, and improved management of services, warranties, and claims.
TrueID Partner	Through correct identification of partners, customers can avoid overpaying incentives, adopt partner segmentation strategies, and optimize partner management resources.
TrueID Customer	Through correct identification of end-customers, companies can improve customer segmentation, targeting, and ROI on marketing spend.
TrueID Deal	Provides the required validations to assert that partner reported deal registrations, special pricing, or ship and debit information are accurate and trustworthy.

Data Enrichment Series involves look-up against customer masters, catalogs, and reference data to supplement data flow from Zyme.

TrueData Enrich	Enables customers to increase the usability of the data reported by the partners. It is a self serve module facilitating augmentation of the partner reported data with additional attributes using standard lookup and simple calculation rules.
TrueData Enrich Developer	Enables enrichment and custom data validations based on complex, conditional rules and calculations. The module is deployed and used with professional services assistance.

Analytics Series provide pre-built dashboards and customized reports that enable incisive analysis and assist in mission-critical decision making.

zapGlobal	Visibility of channel sales and stock performance at a global and regional level, by product, partner and geography.
zapRetail	Visibility of global channel performance at a store level, by product, partner, and geography.
zapDiscovery	Advanced, self-serve data visualizations that offer complete flexibility to analyze channel data as per specific business requirements.
zapMobile	Visibility and analysis of channel data on mobile and tablet devices.

Salesforce Integration Series enables seamless integration of partner data into Salesforce environment, thereby providing end-to-end channel visibility, and closing the loop on attainment against channel opportunities.

zymePOS for Salesforce	Integrates the latest and most accurate POS and inventory data from channel partners with Accounts and Products in Salesforce, enabling customers to create dashboards and reports.
zymePipeline for Salesforce	Links sales transactions reported by channel partners to respective opportunities in Salesforce, enabling the sales organization to close the loop on actual attainment at the opportunity line-item level.

zymeCDM is powered by several proprietary technologies, such as TrueID engine, Global Channel Directory, Global Retailer Directory, Global Location Directory, ZymeNet, and Zyme Feed Gateway.

“ Thanks to Zyme we have a totally data driven company. ”

Acer

“ Since Zyme was the largest and most established Channel Data Management company and its advanced cloud-based technology was a perfect fit for us, we partnered with Zyme to help us build and manage a world-class channel sales organization. ”

Xirrus

“ The insights we gain from CDM reports allow us to change course as needed. Automated channel data reveals the places we need to make changes and take corrective actions to drive more sales and better position ourselves for the future. ”

Motorola



zymeIncentivesSM

zymeIncentives is Zyme’s end-to-end incentive management solution based on the decision-grade data provided by zymeCDM platform. Powered by the powerful and highly scalable TruePay engine, zymeIncentives automates the calculation and validation of incentives earned by partners, and further communicates as well as facilitates the disbursement of accrued payouts to channel partners.

zymeIncentives offers targeted modules for end-to-end incentives management.

Rebates	Enables sales and marketing teams to define, track, manage, and automate partner rebates program based on validated POS data.
DealCredit	Enables identifying and compensating partners for closing a deal (deal registration#) and fulfilling a special-price deal (SPA# or Offer code) by validating against latest POS data.

zymeIncentives for Salesforce offers native zymeIncentives solution capabilities within Salesforce CRM environment.

zymeRebate for Salesforce	AppExchange-certified and managed application that provides the capabilities of the zymeIncentives – Rebates module on Salesforce CRM instance.
zymeDealCredit for Salesforce	AppExchange-certified and managed application that provides the capabilities of the zymeIncentives – DealCredit module on Salesforce CRM instance.

zymeIncentives is powered by the highly scalable and powerful TruePay engine.

zymeEcommerceSM

zymeEcommerce is an end-to-end e-commerce channel management solution that enables customers to track competitive intelligence as well as pricing compliance from e-tailers. Powered by decision grade data from Zyme’s CDM platform, and Zyme’s proprietary Global Product Directory, the solution enables customers to access pricing trends, visibility into specific product categories, product availability, competitor price moves, and end-user perception. zymeEcommerce solution is available as two modules:

ePresence	Track product pricing, visibility, and perception for efficient e-commerce channel sales management.
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zymeEcommerce is powered by the rich and curated Global Product Directory.

“ Zyme has really helped us with creating monthly sales reports and quarterly rebate calculations for our channel partners. ”

Xerox

“ Monitoring the E-Commerce channel is an important part of our channel strategy. zymeEcommerce solution allows us to gain a deeper understanding of not only the trends in our pricing but the additional attributes that customers value – product perception, availability, ratings and reviews – so that we can make quicker and better decisions in managing our online channels. Zyme’s proven flexibility and channel expertise made them our number one choice. ”

Netgear

zymeConnectSM

zymeConnect is Zyme's integration environment that enables customers and partners to connect to Zyme's cloud using Zyme-published APIs, extend Zyme's product applications, or build their own applications that leverage clean, decision-grade data provided by Zyme's CDM platform. zymeConnect has 2 modules for specific use-cases:

zymeConnect Developer	Provides an integration environment for developers with standard use-case and application development requirements to get started on Zyme's APIs.
zymeConnect Premium	Provides an integration environment for customers, ISVs and SIs that have heavy user-base, comprehensive use-case and application development requirements.

Services

zyme cloud platform 3.0 product suite is augmented further by a portfolio of value-added, "last-mile" data focused services that not only enable customers to derive the maximum ROI out of their channel investments, but also make CDM easy and of strategic value to channel partners.

Zyme's Data Network Support is an exclusive last-mile service, focused on improving the data quality or ACT (Accuracy, Completeness, Timeliness) value of feeds submitted by channel partners. Available on a 24x5 model out of Zyme's Austin (Texas), Belfast (Ireland), Bangalore (India), and Shanghai (China) centers, Data Network Support service helps channel partners resolve last mile data quality issues in local time zones and over local languages.

Additionally, Zyme offers the following channel development services:

Partner Assessment – Assess partner-coverage, and perform partner segmentation to determine the most optimal investment strategy.

Partner Recruitment – Identify high-impact channel partners for companies based on geographic or vertical-market needs, and manufacturer-partner fit.

“ Zyme services have become a must-have for our channel operations. There's no replacement for being able to deal with channel partners in their own language -- not only are we achieving greater levels of communication with our partners, but it's more effective communication because it's in the local language and the local time zone. ”

Dell

Competitive Differentiators - Powerful algorithms and exclusive content directories

zyme cloud platform 3.0 is powered by a set of exclusive directories of curated content and highly scalable algorithms that work together to deliver unmatched competitive advantages to Zyme's customers.

- TrueID engine
- TruePay engine
- Global Channel Directory (GCD)
- Global Product Directory (GPD)
- Global Retailer Directory (GRD)
- Global Location Directory (GLD)
- Zyme Feed Gateway
- zymeNet