



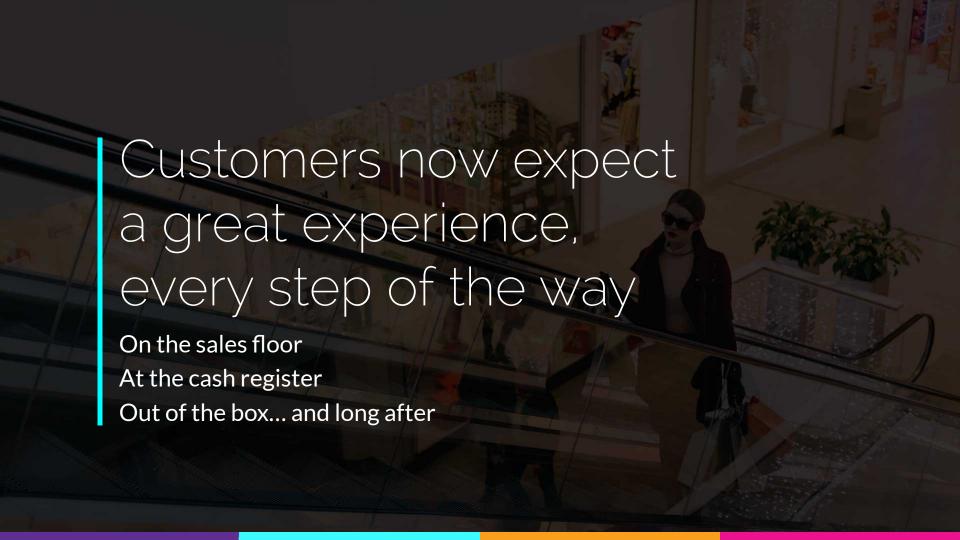
Narrowing their channels

Decreasing sales

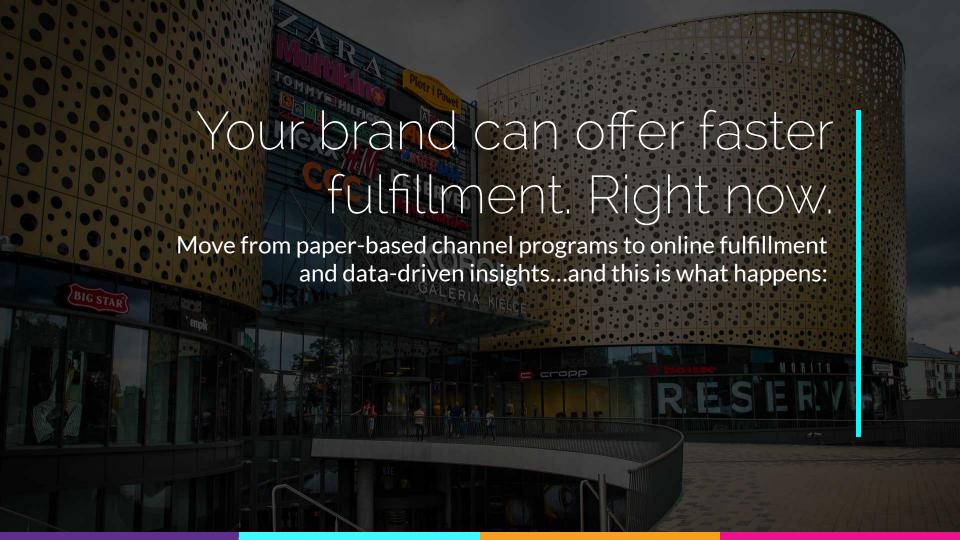
Weakening brand perception

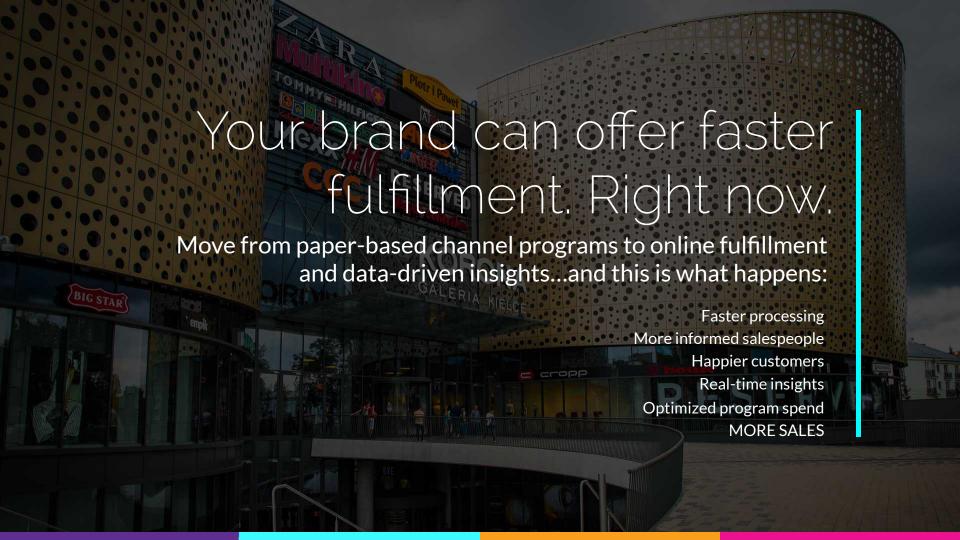


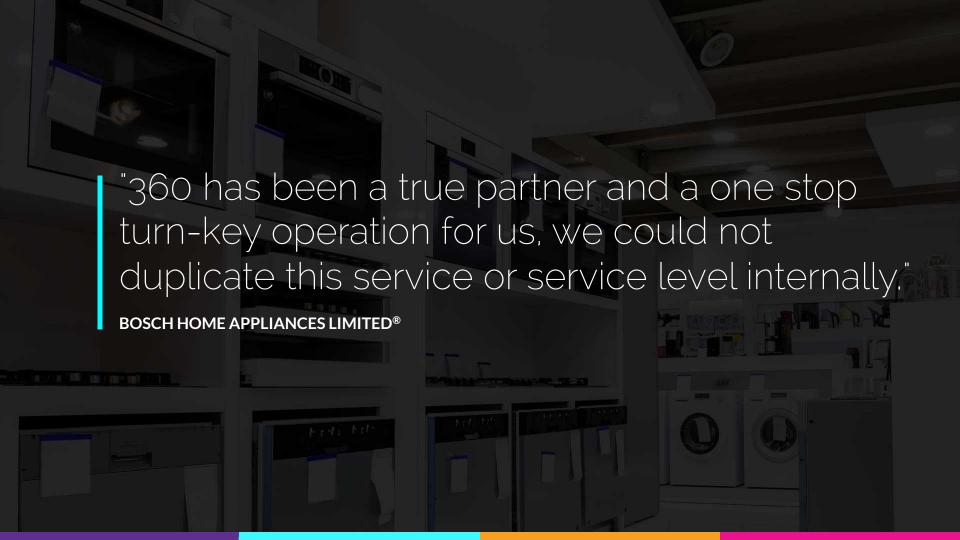


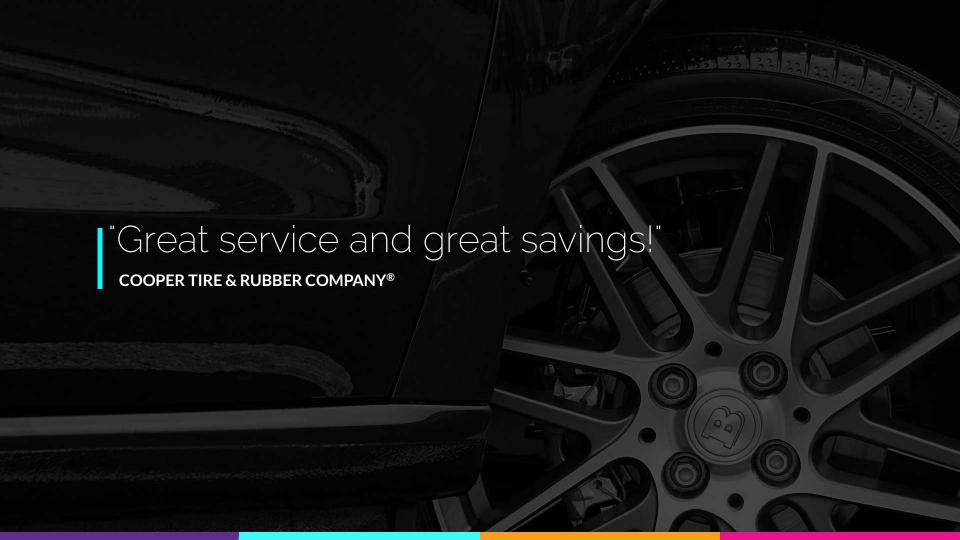












"Incredibly responsive to our needs, great technology to support enhanced business processes and amazing people who are passionate about the client and their success."

WHIRLPOOL CORPORATION®





























































































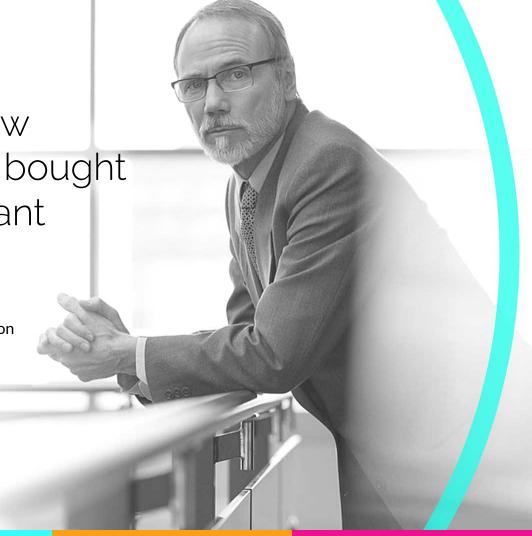
"I already know how many consumers bought our stuff. Now I want to know why."

CHALLENGE:

Not fully understanding customer motivation and behavior

GOAL:

Bridging the gap between product development, marketing and sales





"I already know how many consumers bought our stuff. Now I want to know why."

360insights helps you to:

- Understand consumer motivation at point-of-sale
- Geo-target marketing tactics
- Tailor messaging to specific markets







VP, FINANCE:

"We know our channel programs are effective. We just don't how much."

CHALLENGE:

Difficult to verify every claim because each is processed manually

GOAL:

Find greater efficiency and accuracy in fulfillment and reporting



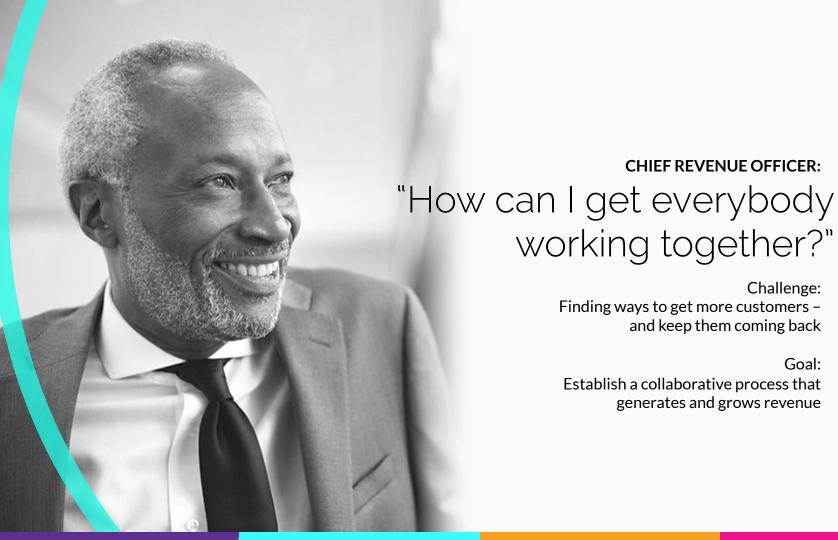
VP, FINANCE:

"We know our channel programs are effective. We just don't how much."

360insights helps finance VPs to:

- Administer claims quickly and accurately
- Minimize fraudulent claims
- Eliminate manual processes









"I need to work from insights. Not hunches."

CHALLENGE:

Not knowing the unknown

GOAL:

To make every customer experience meaningful



CHIEF MARKETING OFFICER

"I need to work from insights. Not hunches."

360insights helps CMOs to:

- Gain more consumer insights
- Know how channel programs are performing
- · Build greater customer loyalty



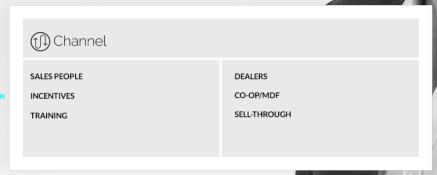
The Channel Success Platform™.

Built for customer

happiness. Built for sales.

Built for success.







UMRP

VOLUME

INCENTIVES

The Channel Success Platform™.

Built for customer

happiness. Built for sales.

Built for success.



CONSUMER REBATES

Full control and management of consumer based rebate programs

INSTANT REBATES

Supports dealer driven discounts applied at point of purchase



CO-OP

Supports tracking and management of Co-op marketing programs and fund management

CHANNEL SALES INCENTIVE

Supports dealer driven discounts applied at point of purchase

SELL-THROUGH ALLOWANCES

Supports the management of dealer and distributor incentives based on sell-through

VOLUME REBATES

Supports dealer and distributor incentives based on agreed volume targets.



DATA-DRIVEN INTELLIGENCE

The power to know the right program to run next 78% of CMOs believe marketing will undergo fundamental change over the next 5 years, driven by analytics, digital and mobile technologies.

ACCENTURE INTERACTIVE 2014 CMO INSIGHTS SURVEY

76% of marketers think that marketing has changed more in the past two years than in the last 50.

ADOBE 2013 "DIGITAL DISTRESS" REPORT

39% of marketers plan to increase their digital budgets without increasing overall marketing spend, essentially reallocating existing budgets into digital channels.

CMO COUNCIL, GLOBAL MARKET RESOURCES

Increased data usage is one of the most valuable 2017 business trends you can expect to see.

IBM THINK MARKETING

Companies that shift to customer-obsessed operations will gain sustainable differentiation; those that preserve old ways of doing business will begin the slow process of failing.

FORRESTER RESEARCH, 2016 PREDICTIONS REPORT

Enterprises will commit to DX (Digital Transformation) on a massive scale over the next three to five years.

IDC, FUTURESCAPE REPORT

360insights by the numbers:

Over \$76

| Dillion | in rebates processed annually

500,000 rebate letters processed in 2016

4.9 Million
logins to Channel Success
Platform™ in 2016

\$.5 billion
in claims for appliance industry so far

324% growth between 2012 and 2015

"9 out of 10 channel leaders believe cross-channel spend optimization is important or very important to gain market share and drive long-term value of customers"

IDG Research

ME'RE COMMITTED TO: An unbelievable client experience An unbelievable workplace for employees

Making a difference in the world

