

Indirect Channel Management Solution™

Driving sales channel productivity and revenue through streamlined partner solutions

Do your distributors have 24/7 access to product specifications? Are they able to place an order, or check an order status from a single point of contact? Can they easily move between different applications with a single sign-on? Thanks to BEA and Interwoven your channel partners can now have all of these capabilities and more.

By providing one-click access to the information, applications, and processes that drive revenue, the BEA-Interwoven Indirect Channel Management Solution (ICM) enables your entire channel sales team—be it dealers, distributors or retailers—to operate as an extension of your enterprise. And best of all, because the solution is built with channel self-service in mind, the solution helps you leverage resources across your organization by relieving the support burden from your channel management team, enabling them to focus on higher-value activities as opposed to every-day requests.

Business Challenge

In today's highly competitive environment, companies are seeking better ways to support their sales channels. They are implementing solutions that promise to improve channel efficiency and reduce support costs by providing channels with access to applications and information, including product data, literature, product availability, order status, and training, that facilitate and speed up the sales process.

Unfortunately, many of the Web-enabled solutions they are employing are failing to deliver on their promise. Difficult navigation and the lack of integrated information are leaving users frustrated. Poor management of information and perplexing publishing processes means content is rarely up-to-date leading to misinformation in the channel and among customers. Inflexible architecture is making it slow and costly to add new applications, such as

self-service and commerce. Finally, the lack of configurability is making it hard to customize to specific needs. As a result, companies are discovering that their Web-based channel management solution is incomplete or unwieldy, reducing adoption, productivity, and return on investment—in many cases increasing overall channel costs.

A successful channel management solution must be able to deliver comprehensive, personalized resources through a single access point that displays content, data and applications from disparate sources. It requires a strong and flexible foundation—one that is capable of integrating business processes as well as streamlining the development and deployment of content and applications—unifying all channel activities on an integrated infrastructure.

A Proven Answer

BEA and Interwoven provide a proven platform to meet these challenges head on. The BEA-Interwoven ICM Solution is built on the industry-leading platforms for business integration, application development, enterprise content management, and portal deployment. It combines superior technology with best-in-class applications and services, so you can deliver comprehensive resources through an easy-to-use interface customized for each channel partner.

For companies seeking to improve channel access to critical resources, the joint solution provides the technology, applications and services to meet your business objectives including:

- Higher channel productivity through instant access to answers and resources
- Improved effectiveness through targeted content and customized experiences for major channel partners
- Reduced support costs through higher usage of self-servicing
- Better retention and recruitment through higher channel satisfaction
- Faster time-to-value through a platform for rapid integration and deployment

Better channel support for higher adoption and productivity

The ICM Solution provides your channel with easy one-click access to applications like lead management and relevant selling resources through an easy-to-navigate, customized interface. It is the central source of product information, selling applications, and payment processes for your channel; it also automates all processes, both informational and transactional, that exist between the channel and your company.

Improve channel performance and profitability

The solution leverages all the automated features in your existing channel applications, decreasing manual errors and allowing your channel to spend more time selling products and less time entering data. Through the portal, manufacturers can deliver targeted promotions and dealer-specific content, for a higher degree of personalization that distinguishes your channel support from the competition. Collaborative capabilities also enable channel partners to operate with maximum efficiency by sharing conversation threads, developing proposals, and closing contracts with the channel management, marketing, and legal teams back at headquarters.

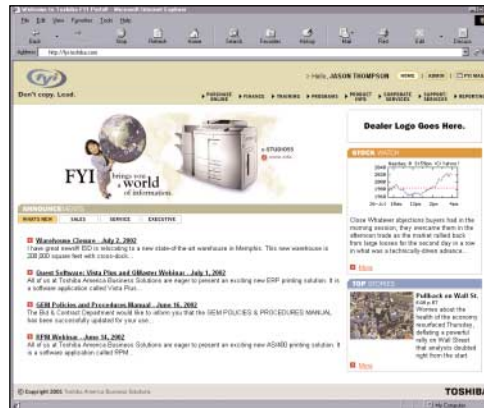
Reduce channel support costs

Relieve finance, engineering, and channel support staff by driving partners to self-service avenues available through the portal. Intuitive navigation and precise self-service search lets users quickly find the information and applications they need, reducing calls into the channel support team. And, by automating and streamlining processes like design win registration, closed-loop lead management, and RMA status, the ICM solution also helps to speed execution while reducing errors.

Increase channel satisfaction and adoption

From a single point of access, your channel can obtain product specifications, place an order, check order status, and even monitor commission activities. They can also personalize their workspace and display their own company-specific content, making the portal more relevant and useful. By providing a secure 24/7 link to all channel resources,

you're making it easy for your partners to do business with you. Self-service functions also allow your partners to exercise more autonomy and give you the scalability to reach a broader audience.



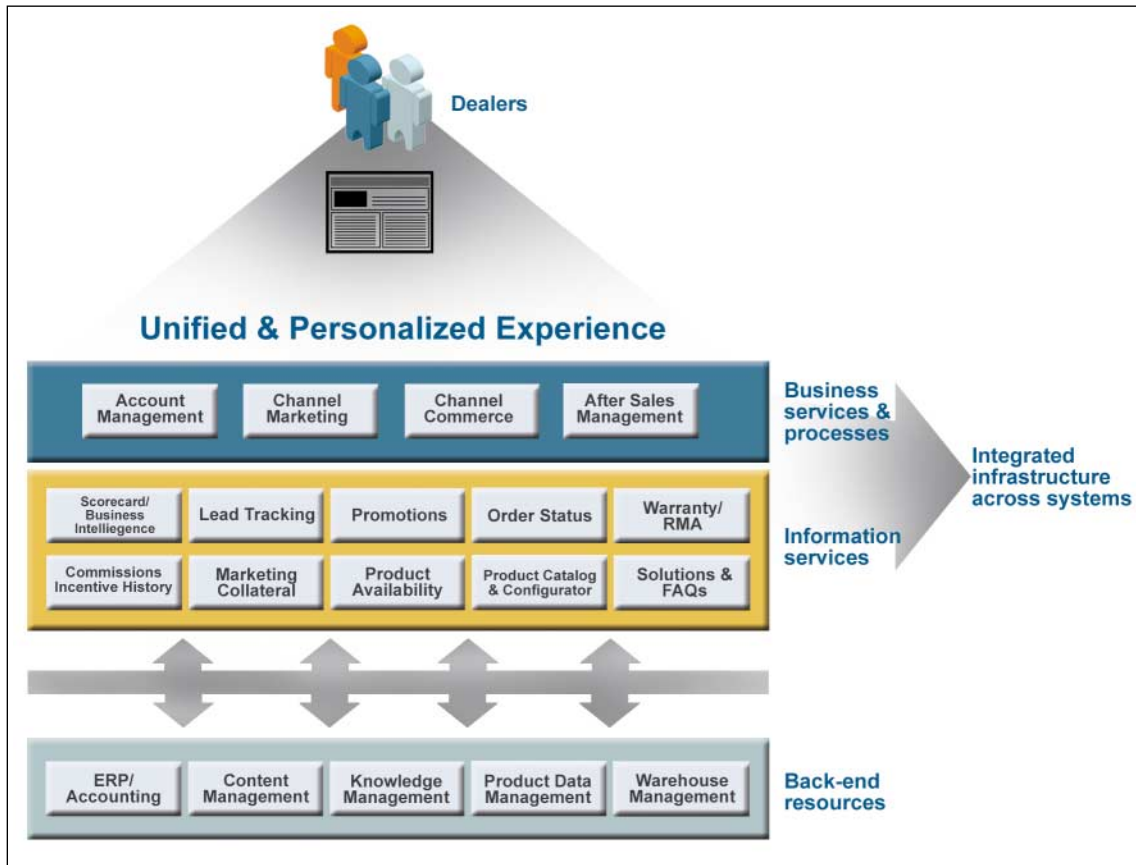
Toshiba Dealer portal

Toshiba Dealer Portal: reducing complexity, reducing costs, driving sales

Toshiba's 6,000 dealer agents were not using its online applications due to the inconvenience of logging into each application separately. This led to high costs of printing and mailing of collateral to the field and decreased self-sufficiency of the channel overall. With the BEA-Interwoven solution, Toshiba consolidated all applications into a single portal with a single sign-on and ensured that highly relevant and fresh content was published, greatly increasing user adoption and reducing IT maintenance costs.

Other results:

- \$1 million a day in orders (94% of all wholesale orders)
- \$350,000 annual reduction in printing, mailing, and managing content
- Increased adoption to 600 dealers and 15,000 portal users
- Reduced operational costs through distributed user administration
- Relevant and trusted content driving more aggressive selling
- Low-cost creation of new customer portal via reusable components
- Ability to add and enable new channel partners at 10% the cost of the previous system



Indirect Channel Management & Requirements

The BEA-Interwoven ICM Solution delivers a customized channel portal interface to display information, processes and applications, like:

Account Management

- Collaborative proposal development
- Email management
- Customer/channel-specific workspaces for deal collaboration
- Scorecard

Marketing Management

- Streamlined management and posting of collateral—on-line & ordering
- Promotion information & processes
- Self-service search and navigation across all sales information & resources

Commerce Management

- Order status
- Product availability

After Sales Management

- As-shipped product information
- Return & RMA

Faster time-to-value through technology and services

The ICM Solution combines the leading business integration platform, leading enterprise content management platform, best-in-class software applications, and expert implementation services. This solution from Interwoven, BEA, and its partners offers proven capabilities to meet business needs for:

- streamlined development, integration and deployment
- improved efficiency in information management and delivery
- higher IT productivity and asset leveraging
- reduced risk and delay
- faster time-to-value and higher ROI

Proven platforms for immediate value and long-term ROI

The Interwoven ECM Platform is the market-leading solution for all content management initiatives within Global 2000 enterprises including sales excellence and channel management applications. Business solutions from Interwoven deliver value through unparalleled collaboration, content management, document management, metadata, and distribution services that are integrated throughout high-value business applications.

The BEA WebLogic Platform is the world's leading enterprise application infrastructure, with the proven ability to support millions of transactions daily for Fortune 500 companies. The unified and simplified platform—with its ease of use and interoperability with best-of-breed applications—increases developer productivity and speeds project completion.

Customers the world over enjoy the benefits of the integrated BEA and Interwoven platforms. Industry leaders utilize these products to enable critical business functions like Catalog Management, Order Management, Partner Extranets, Enterprise Content Management, Supply Chain Management, ERP, and CRM.

World-class application and system integration partners

Joint system integration partners bring deep industry expertise and proven experience in providing end-to-end consulting and implementation services. These capabilities help companies manage the customer experience across the extended enterprise, making the requirements significantly more manageable for lower risks and higher return.

A proven solution for rapid results

The ICM solution meets key business objectives including:

- **Increasing channel productivity** by leveraging automated features and devoting more resources to selling efforts—**driving up to 95% of orders through electronic means**
- **Reducing costs-to-serve** through adoption of channel self-servicing—**reducing inbound call volumes up to 50%**
- **Driving adoption and satisfaction** by delivering comprehensive online resources—**tripling user adoption of channel portal solutions**
- **Increasing enterprise ROI** through rapid portal development, streamlined content management, robust information deployment, and the easy extension and reuse of portal components—**dramatically reducing the cost of servicing your channels**

Many of the world's leading enterprises rely on integrated solutions from BEA and Interwoven to maintain their competitive edge—streamlining channel service processes, improving efficiency, and delivering the superior service that channel partners prefer. Common BEA and Interwoven customers include:

- Avis
- Altera
- Bose
- British Telecom
- Centrica
- DirecTV
- General Motors
- Motorola
- Novartis
- Toshiba

About Interwoven

Interwoven, Inc. provides the world's next-generation enterprise content management platform. Allied with the leading enterprise application providers, the Interwoven ECM platform provides complete content lifecycle management for 2,700 organizations worldwide including Air France, Cisco Systems, General Electric, General Motors, and Yamaha. For more information visit www.interwoven.com

About BEA

BEA Systems, Inc. (Nasdaq: BEAS) is the world leader in application infrastructure software, providing the enterprise foundation for more than 15,000 customers around the world, including the majority of the Fortune Global 500. BEA and its WebLogic brand are among the most trusted names in business. BEA's platform is also the de-facto standard for hundreds of systems integrators, independent software vendors, and application service providers who partner with BEA to ensure the successful deployment of customer solutions. Headquartered in San Jose, Calif., BEA has 77 offices in 31 countries.

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