



# TIE KINETIX

## Digital Channel Solution



**TIE Kinetix Digital Channel allows manufacturers to syndicate their product marketing materials and share it with their online channel partners. Manufacturers benefit from greater control over their brand and product presentation while their channel partners benefit via enhanced merchandising capabilities and reduced content development requirements. The end result is a richer, more interactive online merchandising experience for the end consumer resulting in increased sales and higher customer satisfaction.**

### **More control over product marketing**

When resellers are used as a principal means of marketing to end users, managing the information they receive can be a significant challenge. After investing thousands, perhaps millions in developing a product marketing strategy, you want to be certain: Are resellers using the right strategy? Is the end user getting the right message?

TIE Digital Channel Solution offers two key advantages: it gives vendors more control over their product marketing information and provides resellers with dynamic content publishing and marketing tools. It is also a key component of TIE Kinetix, our next-generation platform for eBusiness.

### **Market your products consistently throughout the channel**

By centralizing all of your product marketing information, TIE Digital Channel creates a content repository that resellers can leverage when promoting your products. You can assemble marketing copy, sales support tools, promotional campaigns – whatever assets will benefit your partners in their merchandising efforts.

Most important, however, is the control that our Digital Channel solution provides. The centralized repository allows you to determine what content is being used to market your products. You can be confident that the information being provided to end users is 100% accurate, up to date, and consistent with your own product marketing. TIE Digital Channel is Internet-driven, which means you can update content instantly and make it available to resellers anytime, anywhere.

### **Increase end-user traffic to your resellers' websites**

Of course, closing the loop between end users and resellers is far more valuable if you can drive more traffic to the resellers' websites. Because TIE Digital Channel gives you the ability to syndicate content on resellers' websites, you can increase your product's presence online. End users can find the information they need to make a faster and more informed decision without leaving the reseller's website.

Is it effective? Resellers using TIE Digital Channel have reported as much as a 400 percent increase in website traffic. By closing the gap between product selection, research, and purchase, resellers can convert a vast majority of the traffic into sales, both online and offline. Meanwhile, TIE Digital Channel leads more educated, qualified, and purchase-ready customers to the reseller's virtual doorstep.



## Monitor the performance of your resellers and their activities

On top of providing powerful merchandising tools to your resellers, TIE Digital Channel provides you with sophisticated tools to monitor their performance. It also gives you full insight into channel activities. For example, it enables you to analyze campaign results and determine which resellers are generating the most click-throughs and sales. It allows you to determine the total number of click-throughs by end users in a campaign and lets you review the performance of “microsites.”

With all this analysis and more at your fingertips, TIE Digital Channel enables you to continuously improve the performance of your channel marketing program — as well as the resellers that are implementing those programs.

## Connect and activate with TIE Digital Channel

With its platform for channel communications and powerful merchandising tools, TIE Digital Channel creates more demand for products online and more sales as a result.

It's the reason why some of the world's premier vendors and distributors – including Microsoft, Siemens, Toshiba, Panasonic, Hewlett Packard, Ingram Micro – use Digital Channel to connect with thousands of resellers worldwide. Digital Channel delivers results.

To learn how TIE Kinetix and Digital Channel Solution can help you connect more dynamically with your resellers and partners and activate their merchandising efforts, contact us today at **1-800-624-6354** or [info@TIEcommerce.com](mailto:info@TIEcommerce.com).

*“Digital Channel Manager makes it possible so that **Microsoft’s marketing and product information is available in a fast, easy and consistent manner throughout the distribution channel.**”*

**Microsoft®**

Paul Honout,  
Online Marketing Group Manager  
Microsoft

**TIE KINETIX**

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