

# Model N

# Cambium Networks Case Study

## CHANNEL DATA MANAGEMENT



*We now have an effective and measurable way to manage the channel. Model N's CDM solution made us much more proactive in our approach to working with our partners."*

—Ron Ryan, SVP of Global Channels, Cambium Networks

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### NEW CAPABILITIES

- Accurate collection of POS and inventory data in real-time
- Improved transparency of sales cycle tracking with data reporting feature
- Driving top line revenue with inventory management
- Better partnerships with distributors
- Automatic Sales Credit Assignment

## Challenges

### DATA INTEGRITY CAUSES CHANNEL INEFFICIENCY AND ERODES REVENUE

When Cambium Networks spun-off from Motorola in 2011, it retained certain heritage processes and tools, including a Channel Data Management (CDM) solution. However, the wireless broadband industry leader soon realized that this older solution could not meet its needs in providing clean, accurate and timely channel POS and Inventory data, leading to significant challenges in operational efficiency as well as revenue erosion. Cambium's specific challenges included:

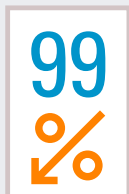
- 01 Spent excessive time and resources trying to fix, manually manipulate, and utilize data
- 02 Lacked insight into partners and channel business
- 03 Couldn't properly compensate its sales force
- 04 Had constant delays and credibility with data

## Benefits

### A SELF-LEARNING CDM SYSTEM LEADS TO BETTER DATA INTEGRITY, REPORTING AND CHANNEL INVENTORY MANAGEMENT

After researching multiple options, Cambium leveraged Model N's Channel Data Management solution to collect POS data globally from distributors with different systems and capabilities – and deliver it on time and in a usable format. Success metrics include:

- 01 Achieved 99+% data quality in 17 months
- 02 Reduced manual data intervention from 15 - 20% to less than 2%
- 03 50% increase in Distributors' compliance
- 04 On-time sales compensation payments
- 05 Greater transparency, trust and credibility in the data



**CAMBIUM NETWORKS SAW IMMEDIATE IMPROVEMENTS IN THEIR DATA INTEGRITY.** Two quarters into migrating to the new solution, most data problems were resolved due to the self-learning feature of CDM. There was also less manual overhead due to Model N's Sales Credit Assignment functionality. Cambium reported a **99% decrease** in manual intervention in the new system.

# Cambium Networks saw immediate improvements in their data integrity.

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## LIVE ON MODEL N

Cambium deployed Model N's CDM solution within 90 days, and it currently supports a network of 80 distributors, resellers and manufacturers in 30 countries.

Cambium experienced overall improvement in channel efficiency with Model N's CDM solution, which accurately collected POS and inventory data in real-time. This helped Cambium's sales teams get paid on time while creating more transparency and trust between sales and management. Sales teams could focus on national and global distributors as they could now identify partners who were top performers.

**Model N's reporting feature increased transparency in the channel as Cambium Networks could track the sales cycle all the way to the final customer.** Cambium Networks moved from reactively tracking partners to proactively managing the relationships to help them succeed. Distributors were rewarded accurately, and this led to increased data sharing as they saw the value of reports generated on their performance. Overall, Cambium Networks noticed 99% improvement in compliance from distributors, especially in international markets.

### MODEL N PRODUCTS AT CAMBIUM NETWORKS

#### Channel Data Management

Model N Channel Data Management (CDM) is a fully automated and cloud-based data management solution providing manufacturers with visibility into every distributor, reseller, ODM, OEM and end-customer using real-time analytics to anticipate changing channel business dynamics.

- CDM Operations Manager
- Intelligence Cloud Analytics
- Active Partner Management

#### SOLUTIONS REPLACED E2Open Zyme

Value-added Resellers (VARs) supplied data through the distributors, giving Cambium Networks insight into specific verticals. The company could refer customers to the VAR that best served their vertical – something that wasn't possible before. Looking forward, the company is looking to further drive sales by leveraging the data reporting feature to improve its incentives and rebates to distributors and VARs.

## MODEL N CUSTOMER SINCE 2015



Cambium Networks

Through its extensive portfolio of reliable, scalable and secure business Wi-Fi, fixed wireless broadband point-to-point (PTP) and point-to-multipoint (PMP) platforms; managed by cloud-based software, Cambium Networks makes it possible for service providers; enterprises; governmental and military agencies; oil, gas and utility companies; Internet service providers; and public safety networks to build powerful communications networks, reach users from 200 kilometers across mountain tops down to the last meter to their devices, and intelligently manage their business Wi-Fi infrastructure through end-to-end network visibility and actionable analytics. Cambium Networks sells through a range of trusted global distributors. [cambiumnetworks.com](http://cambiumnetworks.com)

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