

◈ Intuitive Systems

Gain Insight Into Channel Data With AI

Supercharge your
Partner Program
with data you can trust.

Executive Summary

Accurate data is crucial to making the right decisions in today's digital world.

Key strategic decisions should be informed by real-world data that leaders can trust. However, **channel data is notoriously unreliable** and has proven challenging for data teams to process.

With existing solutions, **rigid restrictions** are placed on partners, or **manual processing is required**.

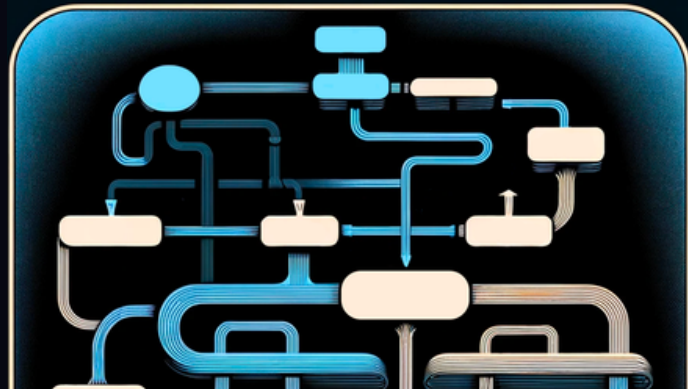
There is **a better way to do business**. Organizations that utilize **specialized AI trained on niche industry data can eliminate this friction**. These custom AI models can replicate human specialists and scale infinitely, enabling their business to **process mountains of unstructured data and gain real insights** into their data.

Modern AI technology enables us to **automate channel data management**, saving countless man-hours and partner headaches.

Creating Useful Channel Data

Forrester studies* show an astounding 49% of Channel data is accurate. Companies are actively hurting their margins and revenue streams with poor data.

Channel sales have multiple levels of wholesale and distribution. Given the nature of relaying sales data through so many parties, **data suffers from delays, gaps, and inaccuracies.**



Unchecked, these inconsistencies breed a chaotic data environment where crucial decisions are made based on unreliable information. Externally - partner incentives, rebates, and recruitment suffer from major frictions, while internally, data teams need help with manual labor and accurate, timely reporting.

The result is that **countless data team and partner labor hours** are spent monotonously cleaning and checking this data. Hours that are better spent doing impactful research into this data leave all parties unhappy.

If a high-tech company's decision-maker is basing a critical sales decision on information gleaned from their channel data, the odds that the data reveals the true state of affairs are about the same as flipping a coin.

Channel Data is ripe for Digital Transformation

Advancements in AI enable us to **replicate specialist human knowledge** and scale enterprise processes to full automation. Existing channel solutions hold all parties hostage with **long manual processes** and incomplete tools.

Extraction

AI doesn't need to expect a specific channel data format

Given the numerous layers and parties involved in the channel, **data will be messy**, formats will differ, and data teams will struggle.

Given proper guidance and training, **a model can be trained to recognize data just like a human** and standardize data at enterprise scale - no manual effort required.

Enrichment

Standardized data is great but we can make it more useful

While data can be standardized, key pieces of information often need **experts to assemble it**.

This problem quickly **outpaces human capacity to solve**. Trained AI models can replicate the judgments of specialists and **outperform on both volume and accuracy metrics**.

All this is possible by leveraging groundbreaking Reinforcement Learning Human Feedback (RLHF) loops [1]. What sets RLHF apart is its unique ability to **weave human expertise** seamlessly into the machine learning model's training fabric.

Instead of relying solely on pre-labeled data sets, RLHF uses a continual feedback loop driven by human interaction to refine the model's understanding and performance. By applying RLHF to channel data, we can create an AI that harnesses the collective knowledge and power of every data team in the industry, elevating its capabilities to unprecedented levels.

AI provides an effective Channel Solution that is Automated, Integrated, and Data-Driven

To succeed in a competitive market, **high-tech vendors need reliable channel performance visibility**. Companies that curate a channel solution that can bridge their complex tool and process pathways more accurately and automated are better positioned to **safeguard margins and instill confidence** within themselves and among sales and channel partners.

The onus is on Channel leaders to **prioritize data accuracy and embrace new technology**. Decision-makers say that even a small improvement in channel data accuracy can enhance their ability to optimize the partner journey. That **impact** is most likely significant in the partner journey phases that organizations struggle with: **activation, incentives, and sales/marketing enablement**.



Get to know **Data Steward AI** and completely **transform your channel data management**. DataSteward offers a completely automated integration with your partner program, **transforming channel data accuracy from 49% to 90%+**. It does this dynamically, growing with your business and **adapting on the fly to new products and partners**.

*By improving channel data accuracy, businesses can realize **substantial improvements** in sales productivity, revenue, manufacturing forecasts and partner experiences - **gaining a real competitive edge** against slow movers.*

Next Steps

Learn more about Data Steward AI for Channel Data Management by visiting [**www.intuitivesystems.xyz**](http://www.intuitivesystems.xyz) or get in contact with [**sales@intuitivesystems.xyz**](mailto:sales@intuitivesystems.xyz)

01

Schedule a Demo

Learn how Data Steward AI can take your channel data to 90%+ accuracy and unlock new insights for your business.

02

Proof of Value

Data Steward AI can take a sample of your channel data and process it accurately with no training from you.

03

Pilot Data Steward AI

Integrate Data Steward into a test environment and watch it clean your channel data, learning in real time.