

FOUNDED

1984 and headquartered in California's high-tech manufacturing corridor, CMR has a long history of delivering cost-effective solutions that enable Global 5000 companies to more efficiently manage channel partnerships, optimize channel marketing programs and recognize maximum value and ROI from the investments they make in their channels.

MISSION STATEMENT

Produce actionable data by quickly translating raw figures into quality business intelligence and delivering that intelligence through a real-time, globally available applications that empower decision makers anywhere to better manage their channel processes.

GUIDING PRINCIPLES

- Proven, best-practice data management that allows our clients to perform their jobs more effectively.
- Integrity and openness in all of our business relationships and transactions.
- Deliver the highest standards of excellence in customer service to our clients..
- Continually improve our processes to meet our clients' needs.
- Embrace diversity as an integral part of the way we do business.

PRODUCTS

- **Partner Avenue:** Comprehensive channel management suite that expedites the processing and management of channel sales data and related processes.
- **Channel POS:** Flagship product that streamlines the collection and processing of multiple resellers' and distributors' point-of-sale records into comprehensive reports of monthly sales analytics by territory, product, reseller or distributor.
- **Co-op/MDF Management:** Intuitive program that automates the process of claim requests and approvals.
- **Channel Inventory:** Web-based application that verifies that a product is in the right place at the right time by monitoring price protection and inventory levels. It provides decision makers with sales by product, current warehouse inventory balances, pending returns and the impact of price reductions.
- **Reseller Profile:** Web-based application that automates the review and approval of the process of reviewing and approving channel applicants who wish to become authorized resellers.
- **Special Pricing Requests:** With this tool, channel partners can efficiently and accurately coordinate, track and document the special pricing requests of their distributors and resellers.
- **Compliance Wizard:** Web-based application that ensures accuracy of point-of-sale records. Reporting partners are prompted by the system to submit their reports on time and without missing fields of information to improve the completeness of reports.
- **Other Customized Solutions**

CUSTOMER SERVICE

Data analysts are assigned to each of our clients to help answer their questions, fulfill special requests and meet reporting deadlines.

Clients have 24/7 access to all of their active applications through a secure password login, anyplace, anywhere – they can view and edit information from any computer with Internet access.

STRATEGIC PARTNERSHIPS

BusinessObjects
Dun & Bradstreet
Microsoft
Palm One
SalesForce.com

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