



# Channel Audits

## Stop Non-Compliance and Overpaid Incentives & Rebates in its Tracks

The protection of both your brand and the integrity of your channel is essential to your company's success. Identifying and eliminating areas of non-compliance by your channel partners impedes loss of margin and price erosion. Connor helps OEMs by identifying:

- non-compliance to pricing program, distributor, and reseller agreement terms
- claims on gray market, stacking across programs and to ineligible customers
- inaccurate, duplicates or excess claims relating to discounts and rebates
- inappropriate use of marketing development funding (MDF payments)

Many organizations lack the necessary systems, control processes, and expert resources to effectively implement and manage programs that address areas of programmatic risks and non-compliance by channel partners—threatening a brand's reputation and the OEMs bottom line.

With customized support from Connor Consulting, your channel audit program can pay for itself within 12 months. In fact, past channel programs have historically exceeded 14x ROIs.



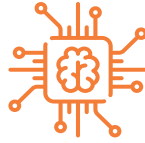
## Expert Audit Support, Fit to Your Needs

Connor is re-imagining channel compliance with a globally distributed team of consultants with deep Big 4 and industry experience, and local expertise. Our technology-first approach is tailored to your specific channel environment and is powered by our dedicated team of passionate and experienced compliance experts.



### Global Presence

Globally distributed team with authentic regional experience



### Technology First Approach

Leverage best-of-breed technology & data analytics alongside dedicated support



### Compliance Focused

100% focused on compliance with teams organized by industry



### Cost Efficient

Local teams with lower OPEX



### Consistent Support

Significantly lower turnover compared to other firms



### Expert Team

Large compliance teams with deep expertise and dedicated leadership oversight

## Proven and Measurable Results

In order to maximize value from your channel partner program, it's critical to understand the unique compliance risks associated with your channel environment. Connor's expert team implements a proven approach to establish best practices that will help your team efficiently and effectively identify and solve any internal control weaknesses and partner non-compliance.

Our team has decades of experience building global channel compliance programs helping clients recover hundreds of millions in excess payments due to non-compliance, systems and control weaknesses, and partner abuse of incentive programs.

## Get Started with Unparalleled Expertise and Service

Getting started with Connor is extremely simple. To highlight our unparalleled expertise and service, we provide efficient proof-of-concepts that are not resource intensive. **Contact us today!**