

## Case Study: Intel CCS' Retail Sales and Field Management System Maximizes Intel's In-Store Activities and Market Intelligence

### > Summary

Intel sought CCS' technical and channel expertise to develop an efficient online resource to effectively consolidate the management of their remote field force and North American retail training, sales and marketing activities. CCS developed the Intel Retail Management System ("RMS").

### > Strategy

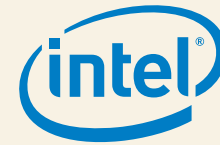
To meet Intel's objectives, CCS created a comprehensive, web-based field management and training site. The system streamlines the process for collecting, analyzing and distributing sales, inventory, personnel & store management data, while providing the capability to monitor market conditions on a 24-hour, real-time basis.

### > Solution

CCS' Intel® Champs Retail Management system maximizes Intel's time and resources in the execution of their retail activities. The Intel Champs site provides Intel's corporate and regional management real-time access to retail and employee web-based training, promotional resources, channel-wide registration, market feedback, and store visit, inventory and personnel tracking. To aid in these efforts, CCS developed a data collection and reporting tool to facilitate the management of field Champs' training activities with in-store personnel.

### > Success

The Intel® Champs Retail Management System is a powerful resource for Intel's entire channel management team, providing manufacturing and inventory feedback in real time to OEMs, distributors and retailers. The site was recognized as the "Best Resource" at Intel's 2000 Annual Field Sales Conference and continues to be highly valued by the manufacturer.



**For more information on how CCS' integrated solutions can positively impact your bottom line, please contact us:**

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