



**Attendee Chat Log – August 25, 2020**

**jayra.lasalle to Everyone**

Any CRM or are the specific ones?

**Brucee Scoggin to Everyone**

I am a new Repfabric user, migrating from 2+ decades of using RPMS. The challenge I have is converting ME to a new platform. What is Repfabric doing to make this an easier transition?

**Chuck Tanzola to Everyone**

So is Repfabric essentially importing the data from Budde Marketing and eliminating the need for the rep to import the data into their CRM if they are using Repfabric as their CRM?

**Byron Holloway to Everyone**

The Budde data only covers the channel, you still need to get the OEM sales data from your principal correct ?

**Byron Holloway to Everyone**

Does Repfabric bring in the OEM Data as well ?

**Mike Budde Jr. to Everyone**

Correct Chuck. If our manufacturer client has approved it, of course.

**Cornelius G. Clark to Everyone**

What are you utilizing these days to "normalize" customer names?; i.e., when "Sanmina", "SCI", "Sanmina-SCI", is reported by multiple distributors, are you trying to drive to a standard such as D&B or website URL?

**Cornelius G. Clark to Everyone**

When using Budde's services in my past experience, we fed them a file of direct sales as if it was another distributor file; simply labeled it "DirectSales" (the cost & resale columns were equal, of course).

**Chuck Tanzola to Everyone**

Thanks Mike - have you had any examples of being able to get reps paid sooner from their manufacturers since the data is available sooner? Also, on the Repfabric side of things, every Rep interprets the use of their CRM a little different - how accounts are assigned, customer names, etc. - Let's say there are sales through a common EMS company for different end customers - do the reps involved have to use the same CEM name in their version of Repfabric?

**Gary Smith to Everyone**

The ROI for a large rep company representing major corporations is obvious. How do you cost justify this relationship for the 1 to 3 man firm with tier 2 or tier 3 family run manufacturers

**Chuck Tanzola to Everyone**

Is Repfabric importing data from manufacturers that are not providing data to Budde Marketing?

**Walter Koop to Everyone**

We see "customers" using design engineering companies to develop their products just as they use CMs to manufacture. How do you reconcile this as well.

**Cornelius G. Clark to Everyone**

When at prior employer, I worked with Budde Marketing 10+ years. They helped us process in excess of 75 files per month from Americas, Asia, & EMEA facilitating POS tracking. Their data processing was key to our REP payment and commission (splits included) tracking system. It is a service that I argue should be farmed to experts such as BMS rather than done internally by Manufacturers (a battle I fought many times with an Asia Finance Department).

**Byron Holloway to Everyone**

I have a question about OEM Data.