

Effectively Manage Channel Partners & leverage Product Content Syndication to Drive B2B Commerce acceleration

Speaker profile

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Asia eCommerce & ANZ Channel Marketing Leader,
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Over 22 years of experience in Online Media and Digital
Commerce sector.

I am leading Asia eCommerce & ANZ Channel Marketing for 3M
SIBG.

Previously I have worked for organizations like eBay ,
Yahoo! And Tata Communications in Digital and
eCommerce Field

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Agenda

1. 3M Channel Management Framework
2. Asia Go to market Model
3. Channel Activation Playbook
4. Deep Dive into Portfolio Readiness & Content Syndication

3M Global Sales in 2024



Consumer

\$4.93B

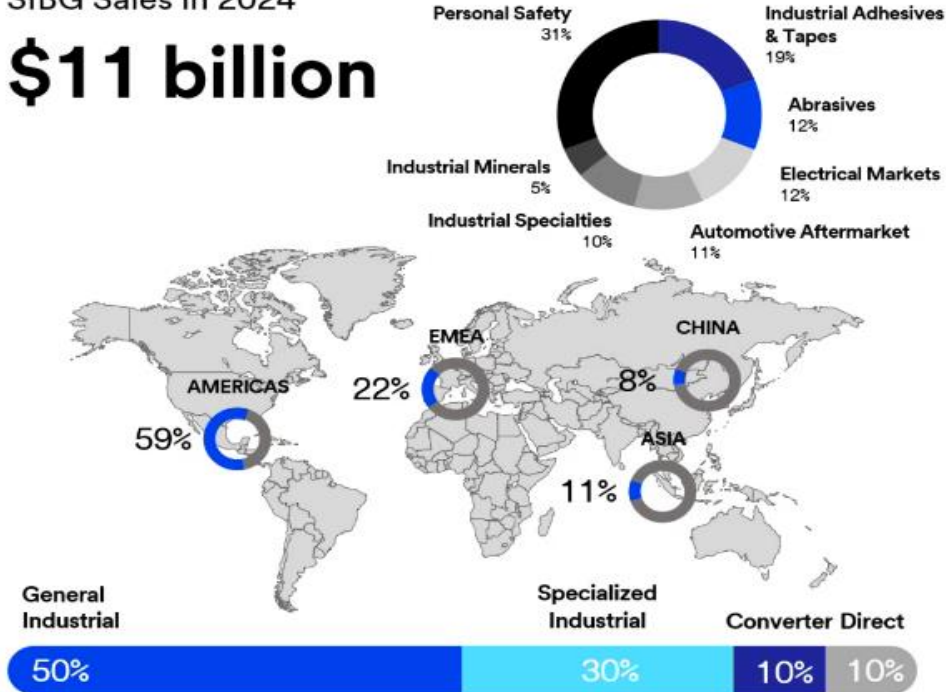


Transportation & Electronics

\$7.43B

SIBG Sales in 2024

\$11 billion



Safety & Industrial

\$11B



B2B Acceleration Priorities

80%

Of SIBG sales
are Channel Sales

Continue to Build on a Solid Foundation

Expand capabilities and replicate our business model

Engage the End-User Customer

Where and When they want to buy

- Build Top Performing Sales Models
- Generate demand through division-aligned campaigns
- Expand the use of data-driven analytics (POS, CRM pipeline)

- Align with division priorities and portfolio programs
- Build capabilities behind: Brand + Digital + Commercialization

- Define high-level customer journeys and key touch points

Define the Future of Channel

Develop channel competencies

- Develop channel segmentation strategies
- Build strategic plans with prioritized channel partners
- Refine operational plans to drive execution

Develop our People

Enable customer centricity in 3M's top priorities

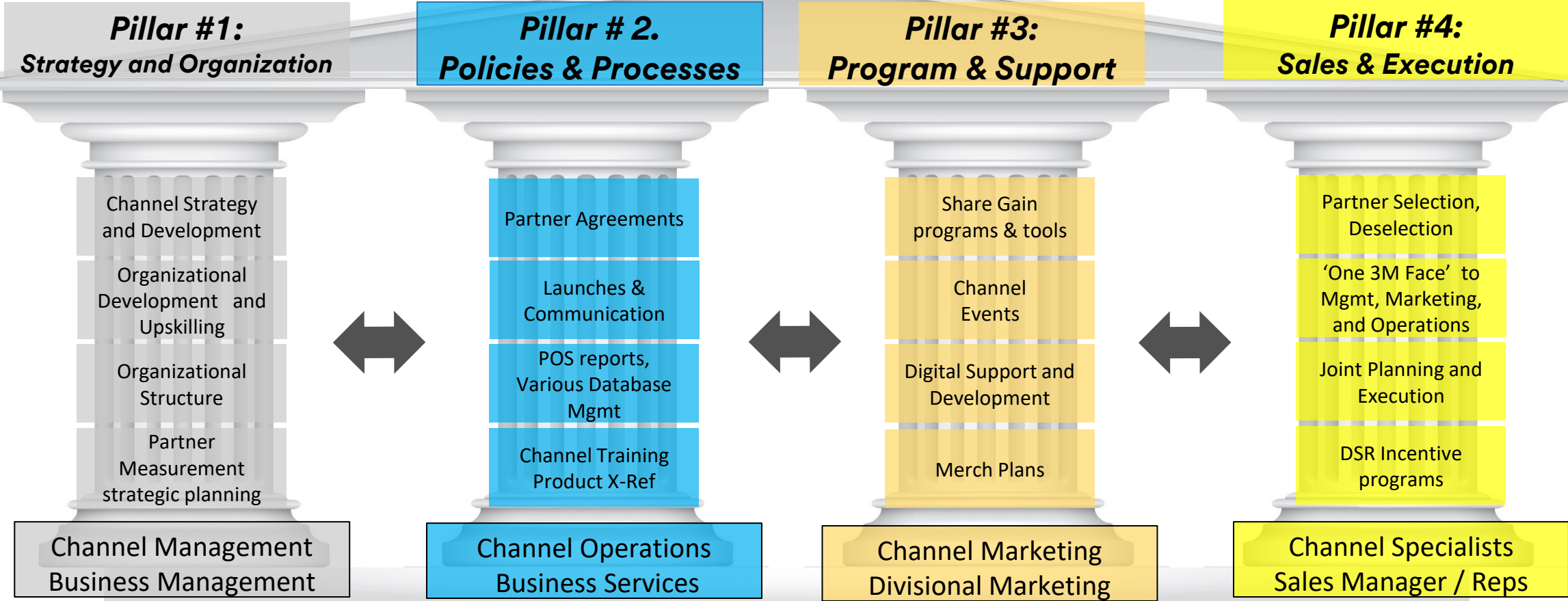
- Play to Win
- Create a path to Business Transformation deployment

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Channel Management Framework

The 4 Pillars of Superior Channel Management

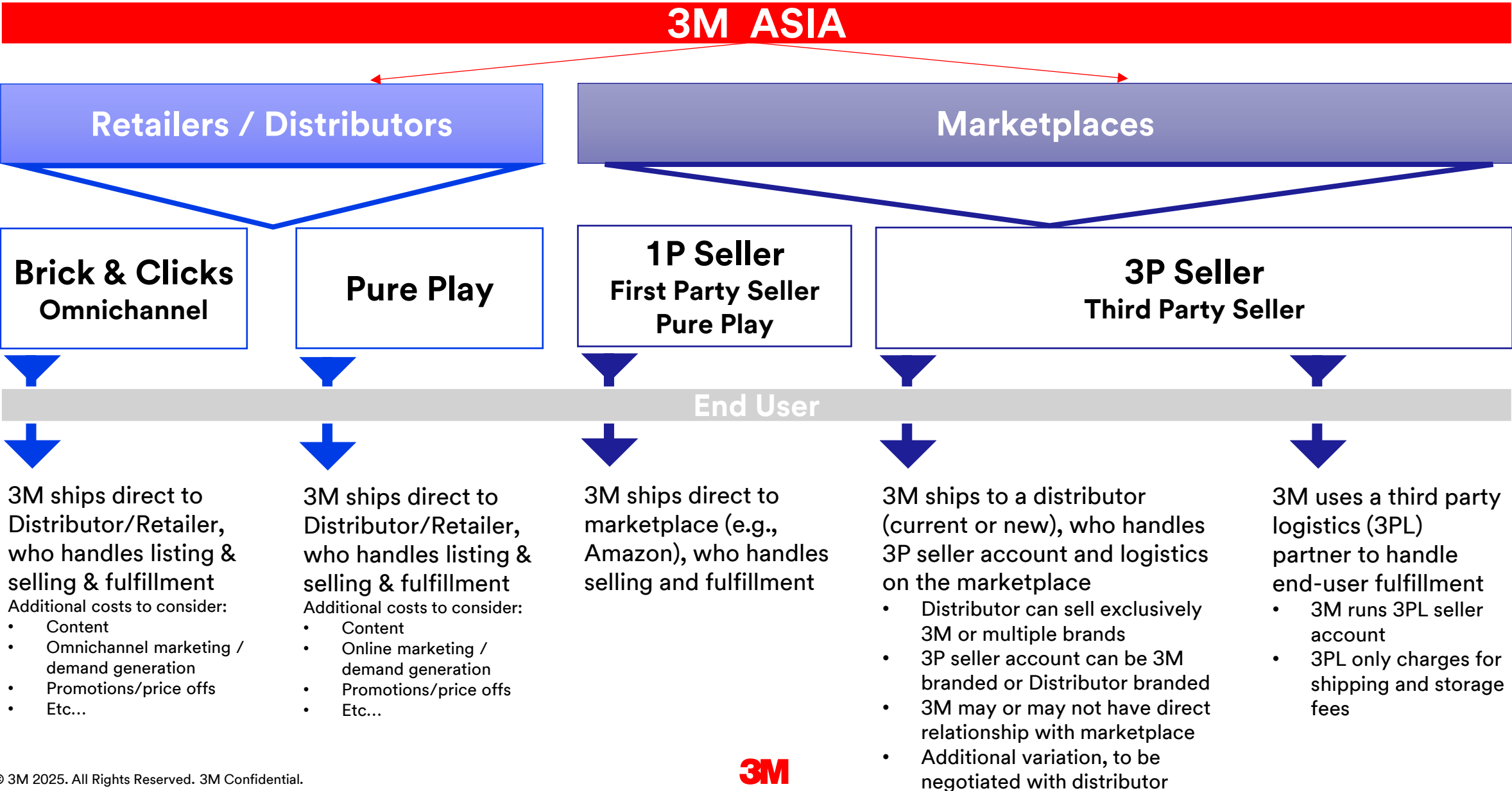


Common System, Process & Tools – SAP ERP, Salesforce.com CRM, HR Systems, Business Services

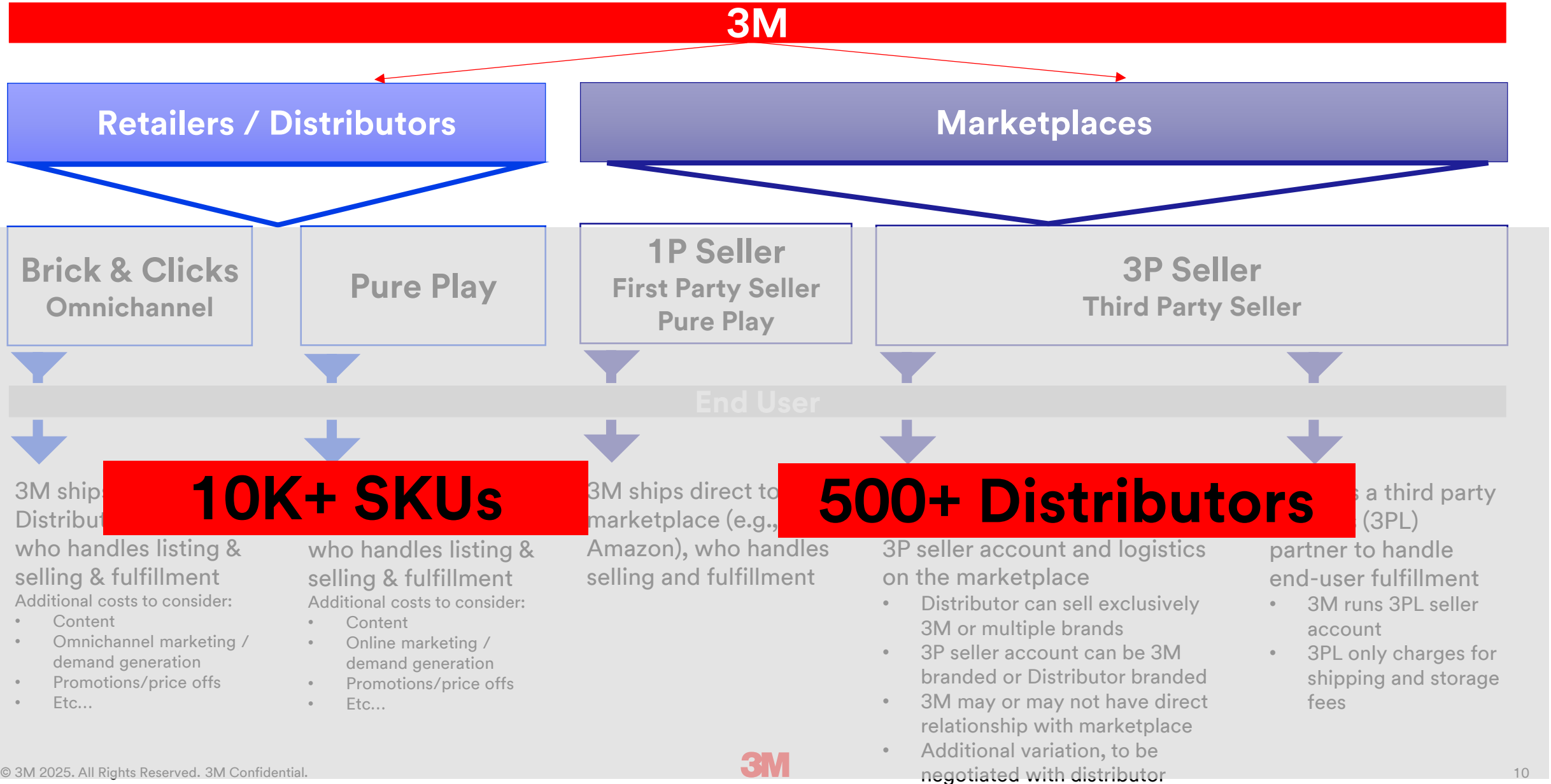
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Asia Go to Market Model complexity



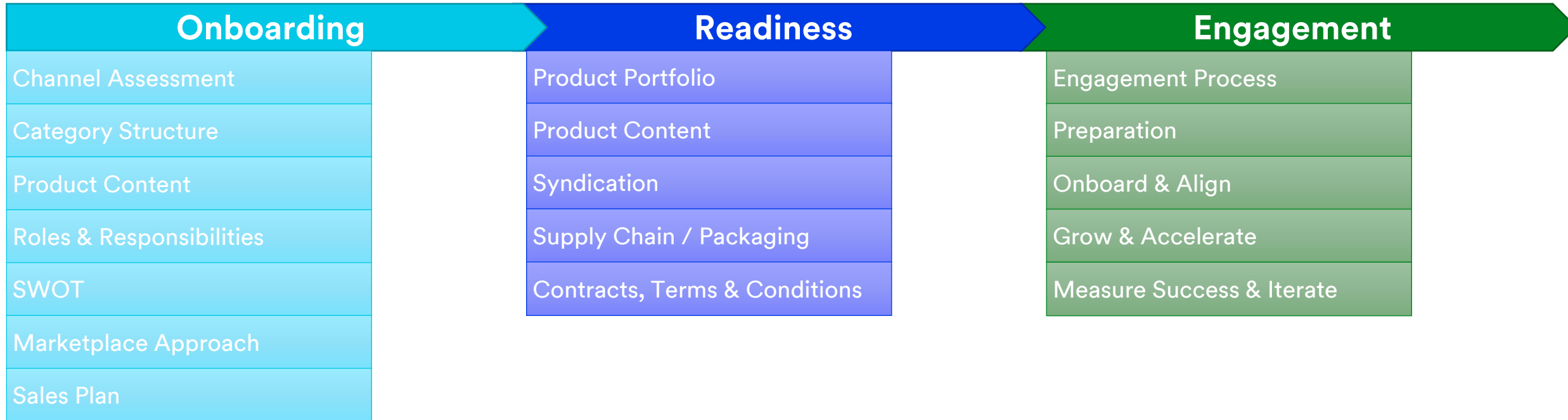
Asia Go to Market Model



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Asia B2B Digital Channel Activation Playbook



Channel Engagement Process

Preparation

Introduce strategy & engagement plan with channel partner

Onboard & Align

Engage in Joint Business Planning to ensure baseline functionality

Establish Functionality

Prove basic elements are up and running

Grow & Accelerate

Engage in Joint Business Planning session to plan demand generation opportunities

Measure Success & Iterate

Establish KPIs for metrics & tracking; continuous process improvement

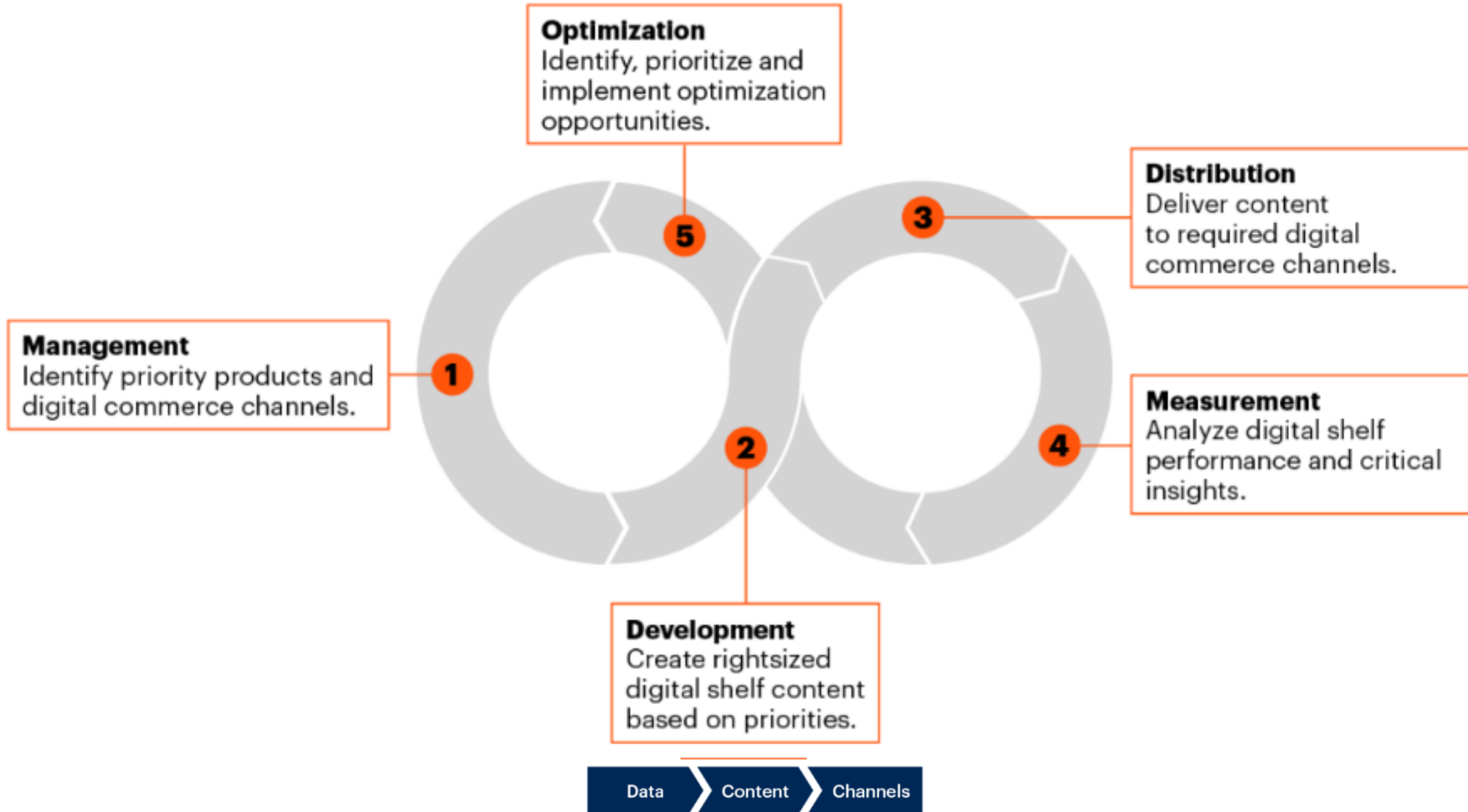
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Asia B2B Channel Activation Playbook



Digital Shelf Infinity Model

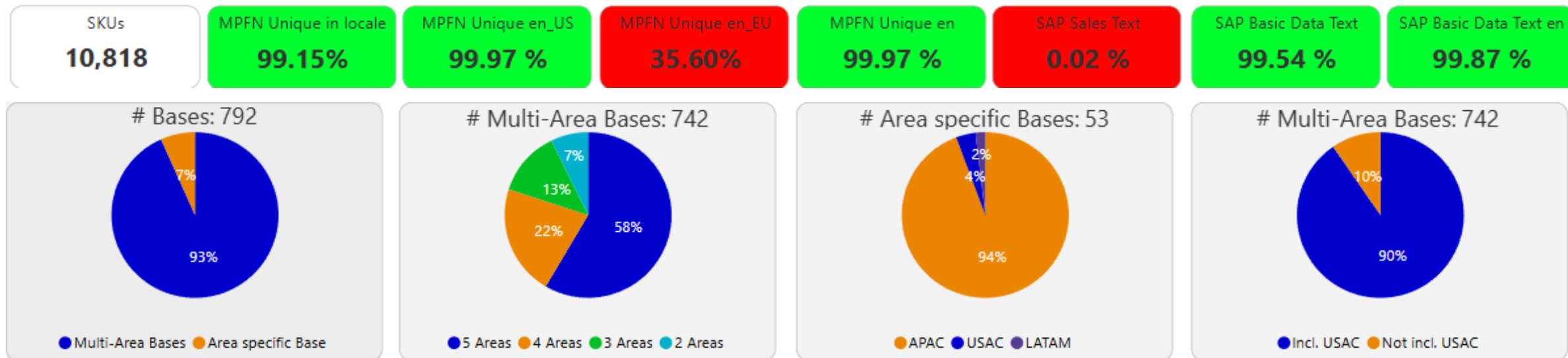


1

Do we have it: Internal Dashboard to show real time SKU content availability and quality

SIBG WW Content Health - Product Names in SAP vs. Hybris

For SAP Deployed Countries



SIBG WW Content Health by Division

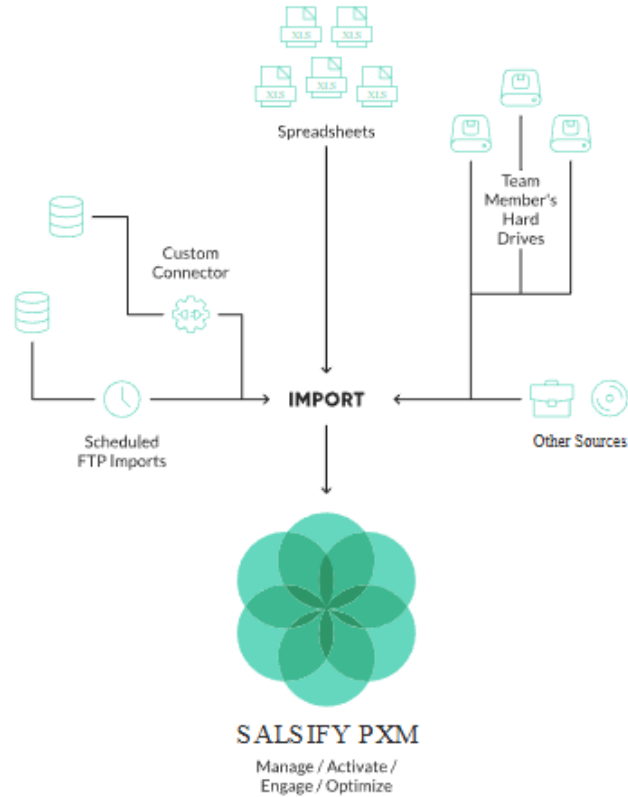


Basic Content Core Content **Enhanced Content**

Enhanced Content

Division	Unique Base/Locale	SKUs	Main Picture	MPFN Unique	Subtotal Basic	Description	Description Extended	Average Bullet 1-4	Subtotal	Keywords	Thin Schema Filled Correct Translation	Required Data Sheet	Average Relationship (at least 3)	Subtotal Core	Subtotal Basic & Core	Additional Pictures	Literature	Video	(Recommended) Application Attribute	Subtotal Enhanced	Total
AB - Abrasive Systems Division	634	4,430	98 %	98 %	96 %	93 %	76 %	92 %	90 %	87 %	94 %	94 %	69 %	83 %	86 %	55 %	50 %	5 %	65 %	55 %	60 %
AD - Industrial Adhesives & Tapes	1,483	3,458	97 %	98 %	98 %	97 %	54 %	97 %	89 %	50 %	80 %	71 %	60 %	71 %	77 %	50 %	50 %	7 %	55 %	53 %	60 %
AE - Industrial Specialties Division	150	299	92 %	98 %	95 %	92 %	51 %	92 %	85 %	70 %	78 %	80 %	50 %	58 %	67 %	50 %	50 %	0 %	48 %	48 %	48 %
BK - Automotive Aftermarket Div	122	385	98 %	97 %	97 %	99 %	87 %	98 %	95 %	88 %	98 %	100 %	77 %	93 %	94 %	50 %	50 %	1 %	100 %	55 %	77 %
EP - Personal Safety Division	777	1,956	89 %	98 %	93 %	87 %	51 %	86 %	82 %	51 %	82 %	50 %	55 %	64 %	70 %	50 %	50 %	5 %	57 %	58 %	56 %
HA - Electrical Markets Division	395	1,388	86 %	98 %	92 %	92 %	51 %	92 %	84 %	58 %	73 %	57 %	60 %	63 %	69 %	50 %	50 %	1 %	53 %	50 %	54 %
Total	3,559	11,916	94 %	97 %	95 %	93 %	62 %	93 %	88 %	52 %	88 %	76 %	52 %	74 %	73 %	50 %	52 %	4 %	47 %	54 %	62 %

Did we share it: Salsify Custom/Generic Catalogues

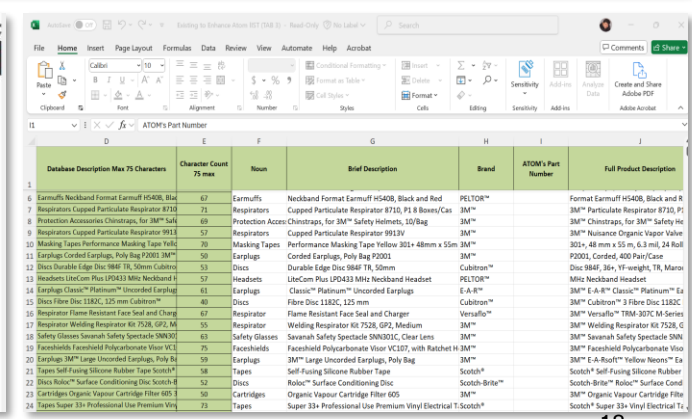
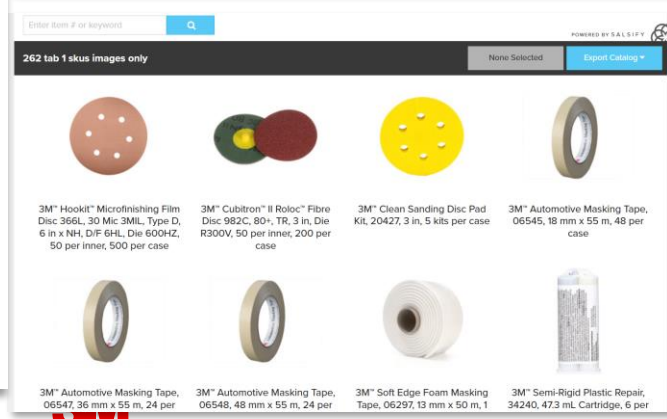


PUBLISH



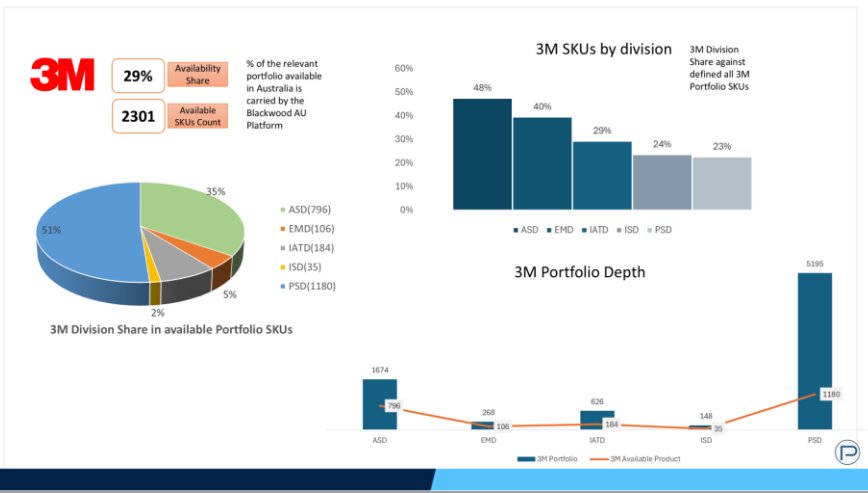
Syndication service tiers

Syndication service	SIBG Country Priority*	Partner stratification		Capabilities		Dig Ops Team
		SIBG eCommerce Partners (B&C, Pure Players, Marketplaces)	SIBG Non eCommerce Partners	Digital Shelf Monitoring	Product Content gap filling	
Proactive E2E product syndication	Tier 1	Advanced	Platinum+ and Platinum	Yes	Yes	Digital Shelf Specialist Team (Assigned at Area & Account levels)
		Emerging		No		
On-Demand product syndication	Tier 1, 2, Emerging	Develop Emerging Support	Platinum+, Platinum, Alliance or Select, Optimize	No	No	On Demand Syndication Team
Self-Service Product syndication	Tier 1, 2, Emerging & Export	Support	Platinum+ and Platinum	No	No	Salsify SMEs

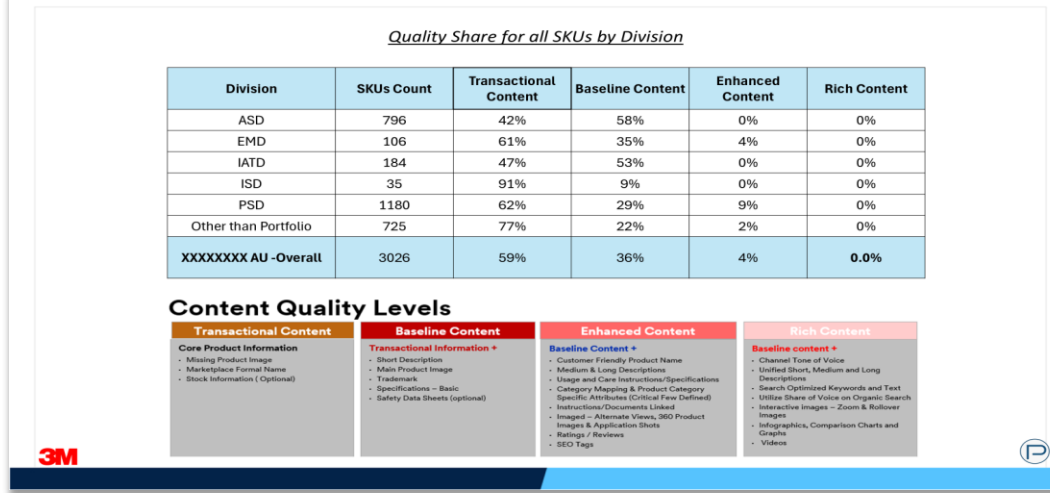


Did they publish it: Digital Shelf Scorecard

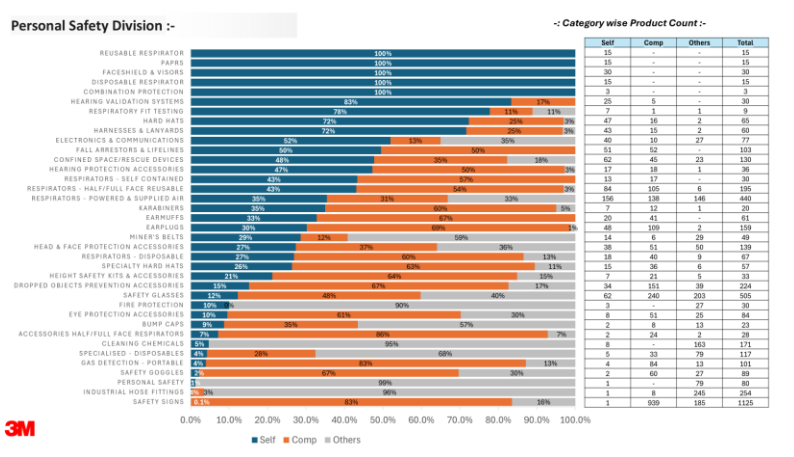
A. % of Relevant Portfolio Share



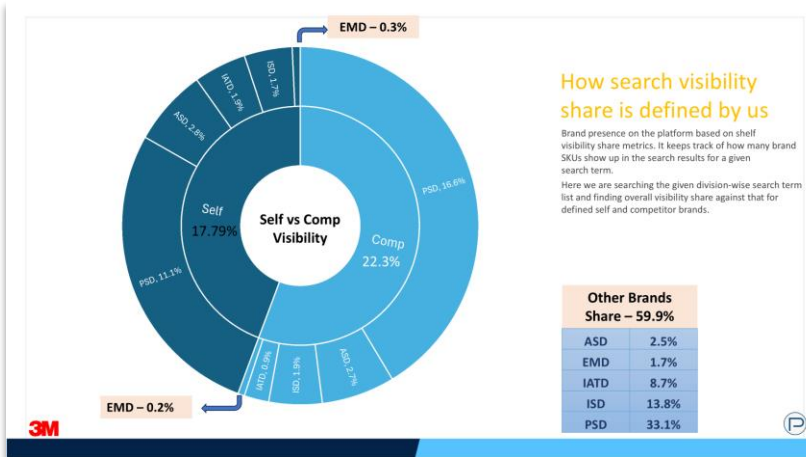
B. Content Quality Score



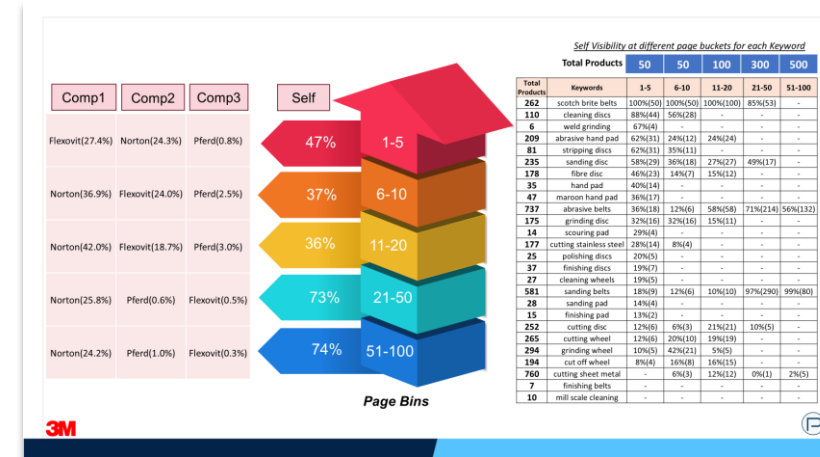
C. Shelf Share in Relevant cat.



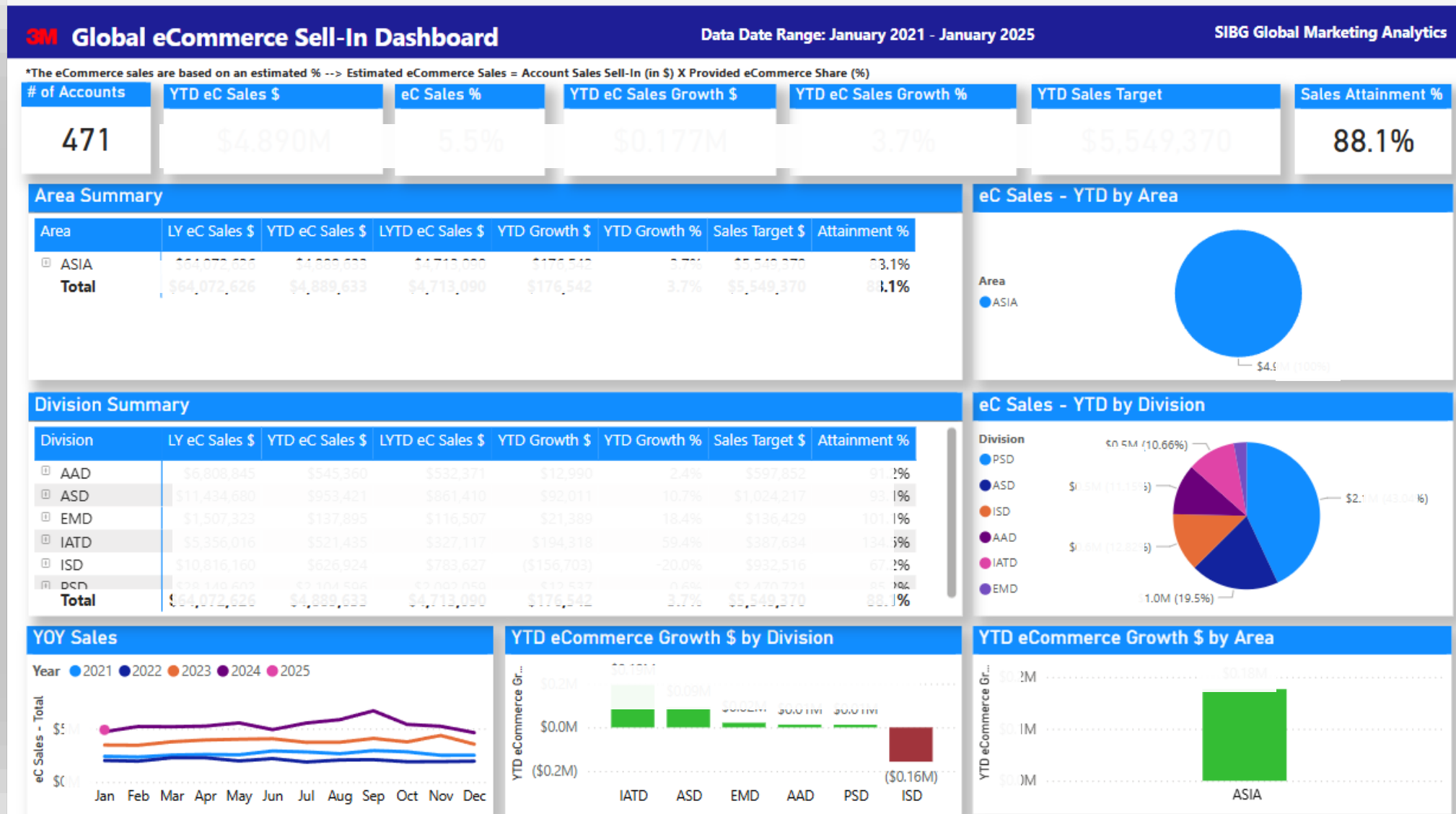
D. Search Share



E. First In Search



Did it Benefit 3M & CP: eCommerce Sales Dashboard



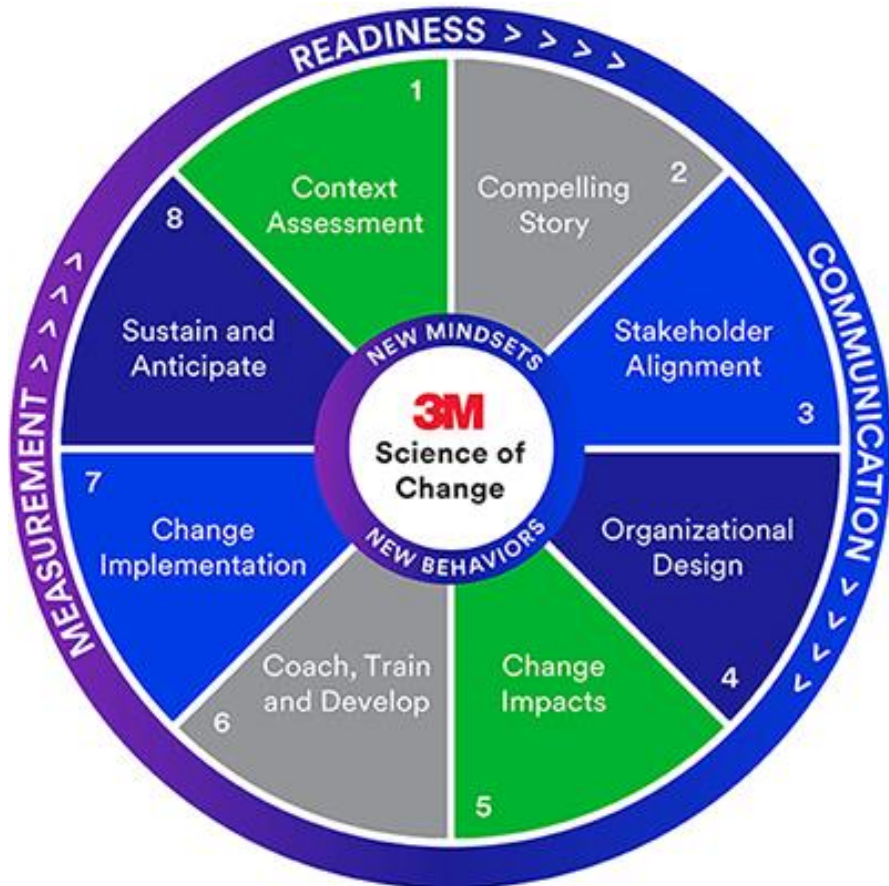
Key Takeaways

- **Define & Activate your Go to Market Model :** Align processes to the model.
- **Collaboration:** Choose your partners wisely & work closely with them to tailor content & Business Plans to specific audiences.
- **Technology Utilization:** Implement tools for seamless content distribution & Monitoring revenue KPIs.
- **Feedback Loop:** Gather insights from partners and End users to refine content and strategies.

Thanks

Change Management Approach: 3M Science of Change

Change management and governance will be critical in the success of Channel Transformation, countries will address this and develop a change management plan to ensure success within the organization.



At 3M, we believe that change management is a business process that results in our ability to make transitions that achieve the desired end state while being on time and within budget. This is accomplished by following the 3M Science of Change, which is an iterative change management process that is focused on driving new mindsets and new behaviors. Once key behaviors to change are identified, training is developed and deployed. This process delivers measurable results that can be used to sustain long-term success.