

Technology Manufacturer Processed 11,000+ Claims with MDF/Co-Op Fund Management Platform

360CaseStudy

THE SCOPE

A Fortune 500 international technology company (computer hardware and software) providing multiple channel partner marketing programs was hitting roadblocks and operational complexity with its in-house management tool.

Desired enhancements and changes to the tool were also proving both hard and time consuming to fulfill.

THE CHALLENGE

The company needed a best-in-class solution that could support its global and growing requirements and be versatile and adaptive to meet the need of its business partners and the evolving technology market. Many of the operative partner programs had fund management components, so fool-proof, large capabilities in this area were a high prerequisite of an adopted supplier.

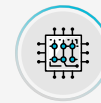
THE SOLUTION

A customized version of 360insights industry leading MDF and CO-OP Fund Management platform was utilised and implemented which enabled:

- The company's channel management teams to create funding programs by business unit and by country
- The channel partners to plan and execute marketing initiatives and seamlessly submit funding claims with PoP (proof of performance)
- The company's channel management to access and manage their CO-OP Marketing funds in real-time and in local currencies
- 103 countries to be supported in 15 languages including English, French, German, Spanish, Italian, Russian, Korean, Chinese and Japanese
- Reporting functionality empowering the analysis of fund utilization for trend and spend assessment and timely response management

THE RESULT

Implementing a robust, automated marketing fund management platform that could continuously scale enabled this international technology company to efficiently manage partner marketing spend on a global and standardized scale. Processing more than 11,000 claims and supporting over 5000 channel partners, the 360insights MDF/CO-OP platform enhanced collaboration between the technology company and its channel partners, improving time to fund receipts, increased partner participation and accelerated ROI of CO-OP expenditures.



TECHNOLOGY AUTOMATED MDF AND CO-OP

COMPANY

Fortune 500 Technology Manufacturer

INDUSTRY

Technology – Hardware & Software

BUSINESS OUTCOMES

- Channel Partner Co-Marketing Programs
- Channel Partner Marketing Fund Management and Payment
- Global Scale

PRODUCTS USED

- MDF, CO-OP

THE SUCCESS

24x7

environment operations

11,000

fund management claims

103

country coverage

5,000 +

partners supported

“As an international manufacturer of computer hardware and software, we used 360insights technology as the cornerstone of our global co-marketing channel program. It allowed us to effectively operate in a 24x7 environment in 103 countries with 5,000 partners.”

**Director, Partner Marketing
& Channel Programs**



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.