

# IT Manufacturer increased Sales 226% with points-based reward incentives.

## 360CaseStudy

### THE SCOPE

A Fortune 500 Technology Manufacturer, specializing in high-performance image and laser data collection hardware, historically ran channel partner promotions rewarding loyalty and sales of their products and solutions. However, these were proving disparate and difficult to manage across various initiatives and countries: resulting in poor partner engagement and a lack of true vendor visibility of partner performance.

This was compounded by the fact that this specialized hardware manufacturer has a broad product portfolio providing solutions for many vertical markets such as retail, healthcare, transportation, and logistics. As such, they sell through many resellers and need to maintain brand mindshare and loyalty continuously and even on a moment-to-moment basis.

### THE CHALLENGE

With multiple sales promotions running across multiple resellers across multiple countries but limited engagement; there was a need to deconvolute the sales incentive program for both partner participation and vendor stakeholder performance management. Partners also lacked knowledge on how to access program information and were taking long durations to submit sales data or even submitting inconsistently. The process needed simplification to encourage better sales alignment.

### THE SOLUTION

360insights implemented a central [online points-based incentive solution](#) that could integrate promotions and partners globally, motivate them to sell repeatedly and strengthen long-term relationships by encouraging the registration of sales opportunities. With the inclusion of 360insights automated Allocated Claims Feature, monthly point-of-sale (POS) data file transfer was enabled to address the historic poor submission of reseller sales data.

The new and improved incentive program empowered more than 2,500 resellers across North America, Europe and MEA to earn points for multiple sales alignment and loyalty behaviors:

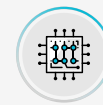
- Self-claiming of eligible sales
- Submitting deal registrations for pipeline visibility
- Attending training webinars and other education initiatives
- Referring colleagues to the incentive program
- Participation in tactical promotions

Points could be exchanged for prizes in 360insights online global rewards catalog.

Reporting dashboards were made available for greater analysis of partner performance for informed business decisions.

### THE RESULT

The new centralized and simplified incentive program motivated participating resellers more behind the brand's products and solutions. Being both 'easier to work with' and rewarding channel partners for multiple sales behavior activities resulted in more sales success. When analyzed the program indicated a 27% program return on investment.



### TECHNOLOGY SALES & LOYALTY INCENTIVE

#### COMPANY

Fortune 500 Technology Manufacturer

#### INDUSTRY

[Technology - Hardware](#)

#### BUSINESS OUTCOMES

- Increase Sales
- Increase Loyalty
- Improve Experience
- Measure Program Success

#### PRODUCTS USED

• [Incentives & Rewards](#)

#### THE SUCCESS

**2,500**  
resellers

**47%**  
more computer sales: participating  
partners to non-participating

**15.6%**  
more printer sales: participating  
partners to non-participating

**27%**  
financial analyst program ROI

360insights continues to provide  
top-notch programs and  
customer service.

*Company Marketing Management*



ARE YOU ON THE RIGHT PLATFORM  
TO SUPPORT YOUR CHANNEL?



**360insights**  
how it all makes sense.