

Global technology leader automates worldwide partner incentive program

This client is an innovative, global search technologies company that connects millions of people around the world with information every day. The company has offices throughout the Americas, Europe and Asia and relies on a worldwide network of business partners to drive sales of the company's solutions.

THE CHALLENGE

Despite being one of the most innovative companies in the world, the channel marketing team had to rely on cumbersome, manual processes and spreadsheets to manage the company's global sales incentive programs. Business partners manually submitted requests for funding to the channel marketing team. The requests were then manually routed for approval and processing based on product and region.

The entire process for requesting, submitting, approving and processing incentive payments was slow, inefficient and error-prone. With aggressive sales goals the channel marketing manager knew he had to automate the processes in order to scale the program globally.

OUR RESPONSE

Brandmuscle configured and implemented an online channel incentive solution that automates the allocation and distribution of marketing funds to business partners. It consists of an international payment and processing system that enables the client to calculate, track and offer incentive payments in multiple currencies to business partners around the world.

Business partners can now create marketing plans that are tied to lead value data that the client provides. Brandmuscle's solution then aggregates the information for the company and dynamically calculates and electronically routes incentive payments in the business partner's currency of choice. Lead information can then be imported into the client's Salesforce® system for analysis and access.

OUR RESULTS

In June 2013 the automated partner incentive program was launched in Europe, the Middle East and Africa. In late 2013 the program was expanded to include the United States, Canada and South America.

By Q1 2014 the client reported record worldwide adoption and participation in the program.

Brandmuscle's online portal gives participating partners easy access to enrollment, account earnings and redemption information, sales reporting and program-related terms. Award options may include merchandise, travel, debit cards and any of the traditional cash payment options. A training module hosts product training with the capability of offering bonus points to partners who successfully complete product training. A full suite of reporting is also available on-demand for corporate and field marketing teams.

The entire solution is supported 24/7 by a team of dedicated account managers who manage all program-related communications.

“ Our system is now more efficient, and provides access to a wealth of valuable data that we can use to hone our sales strategy according to what's working and what isn't. Brandmuscle is a huge time-saver compared to the way we were processing payments before.”

- Global Channel Marketing Manager