

Case Study

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Solution Components

- Partner Portal
- Loyalty and Incentive Management
- Reporting and Measurement
- Online Channel Testing and Execution
- Content Management
- Comprehensive Customer and Channel View
- MDF/Co-op
- Campaign Management
- Insightful Analytics

Key Solution Statistics

Participating countries

2

Registered members

c.500

% Eligible revenue through program

76

PlanetDNA understand that developing, implementing, measuring and optimising successful customer loyalty, channel marketing and sales programs internationally is a complicated business. Our Channel Management Platform provides a simple solution to help organisations manage some or all aspects of the partner sales channel life cycle. PlanetDNA works with many large organisations, including Symantec, EMC Corporation and Juniper Networks, along with small niche providers, channel partners and entrepreneurial start-ups across EMEA.

For more information visit www.planetdna.biz

Adobe's clear channel view fends off competitors



Client:
Adobe

Campaign name:
Adobe Awards

Campaign objectives:

- Cross-sell and up-sell – focus on Acrobat Professional sales, and attach maintenance to increase value of each sale
- Competitive attack – build loyalty and value within the channel to fend off competitive threats, e.g. ScanSoft
- Promote extension of the Acrobat family (Acrobat 3D) – vertical positioning (Manufacturing, Automotive and Electrical Engineering) – as and when appropriate
- Allow potential inclusion of Adobe business units within program – longer-term
- Flexibly allow for inclusion of possible corporate sponsorship arrangements, part-way through the program

Client requirements:

- Longer-term program rather than short-term initiative
- Ability to plug in overlay initiatives
- Automate reporting functionality for visibility on uptake/success
- Motivate the individuals on sales floors – distribution and other partners
- Develop direct relationship with individuals rather than organisation
- Totally outsourced program management (including all validation) and marketing

PlanetDNA solution:

- Web-based program for UK and Ireland – hosted and managed by PlanetDNA
- Flexible rewards offerings (points-make-prizes approach) with additional ability to offer short-term prize draw promotions and ad hoc bonuses
- Access and content views defined by partner type/login
- POS upload tool for upload of distributor/partner information
- Reporting Tool – standard reports and variable access privileges
- Database development (central channel repository/profile store)
- Development of a registration process to enable partners to participate as individuals or as an organisation
- Database development (central channel repository/profile store)

Other campaigns/projects:

- Adobe Partner Program

