

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

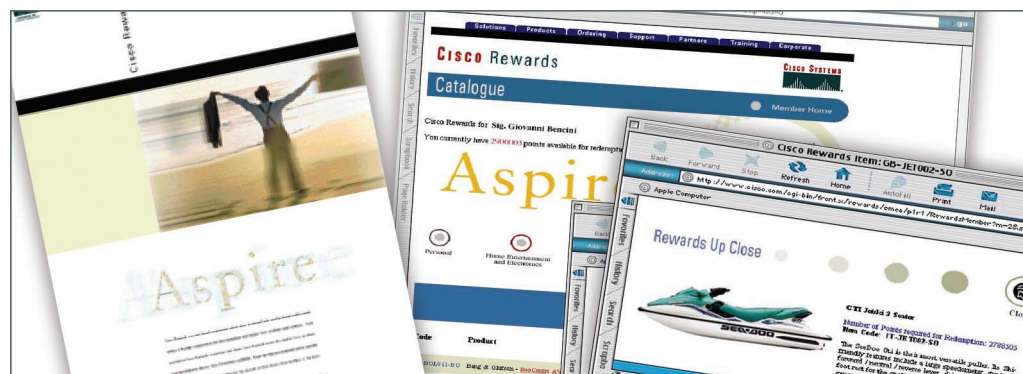
52

Registered members

c.30000

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



Client:

Cisco Systems



Campaign name:

Cisco Rewards

Campaign objectives:

- Increase purchase of Cisco products in the 2-tier reseller channel across EMEA
- Establish a direct relationship with sales/technical individuals within 2-tier reseller organisations (those directly involved in influencing sale)
- Develop a long-term channel loyalty program infrastructure with the ability to overlay shorter-term tactical initiatives/promotions
- Use program infrastructure as a communication vehicle to differentiate Cisco from the competition and encompass all ad hoc product and service promotions
- Roll out across all EMEA countries within 12 months of program launch

Client requirements:

- Dynamic database of partner employees – tracking activity, performance and behaviour to enable intelligently targeted 'smart marketing' – relevant content per contact
- Provide a core-centralised infrastructure to plug in short-term, regional or localised tactical incentives, initiatives or communications
- A positive and direct communication vehicle to reach and maintain a high-touch relationship with individuals
- Provide country and channel managers with regular, accurate and relevant management information

PlanetDNA solution:

- Fully web-based system to enable 'best in class' program
- Dynamic content management, based upon user profiles with update profile function on site
- Linked to Cisco Connection Online (CCO) partner portal – single sign-on
- Integration with numerous Cisco systems/databases – including Partner Databases, Training Database, POS tool, Finance Accrual System etc.
- Site offered in 14 EMEA languages – with Program Overview Guide and FAQ's
- Contact Us link routed through to appropriate native speaker, at call centre (in Paris)
- Complete flexibility across all partner types (up to 5 types/levels)
- Full, web-based administration tool, to review and analyse program trends including claim validation process
- Redemption process, with ordering back-end process implemented
- Reporting tool – downloadable into Excel for further manipulation

Other campaigns/projects:

- Partner Communications – including IBM Networking product positions etc.