

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

33

Registered members

c.500

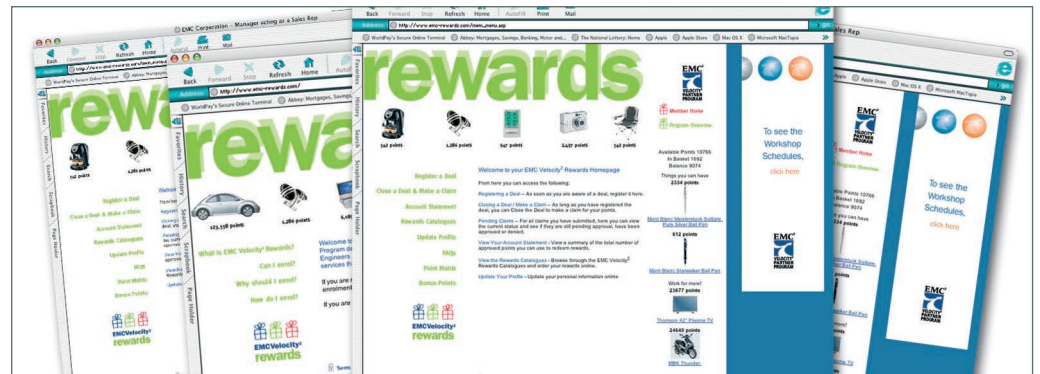
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\$74 per \$1 spent

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

EMC sales accelerate thanks to EMEA partner loyalty program



Client:
EMC²

Campaign name:
EMC Velocity² Rewards Program EMEA

Campaign objectives:

- Replace the previous EMC program in EMEA with a longer-term program to reward EMC Velocity² partners
- Reward and encourage commitment to EMC: their products, promotions and programs
- Reward teams and individuals within the EMC Velocity² Partner Program
- Allow for tactical initiatives to be included within the same mechanism and infrastructure

Client requirements:

- Program to allow for reward flexibility by partner type, country and product
- Have flexibility to reward bonuses, tactical promotions and training
- Reward distributors for signing up new 2-tier reseller partners

PlanetDNA solution:

- Launch an EMEA-wide fully web-based system with a dynamically generated front end
- Develop the internal launch activities including email
- Allow members to:
 - Update profile
 - Register a deal
 - View all registered deals
 - Close a deal and make a claim
 - View their account statement
 - Contact the administration team
 - View FAQ's
- Redemption tool with back-end process implemented to ensure swift ordering of prizes
- Create an on-line rewards catalogue from the PlanetDNA master file
- Fully web-based administration tool, to review and analyse all registrations, claims and redemptions and manage accordingly
- Reporting tool – downloadable into Excel for further manipulation

Other campaigns/projects:

- EMC Velocity² Partner Program and Accreditation Program
- EMC Quarterly Partner Newsletter – printed and on-line variants

