

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

7

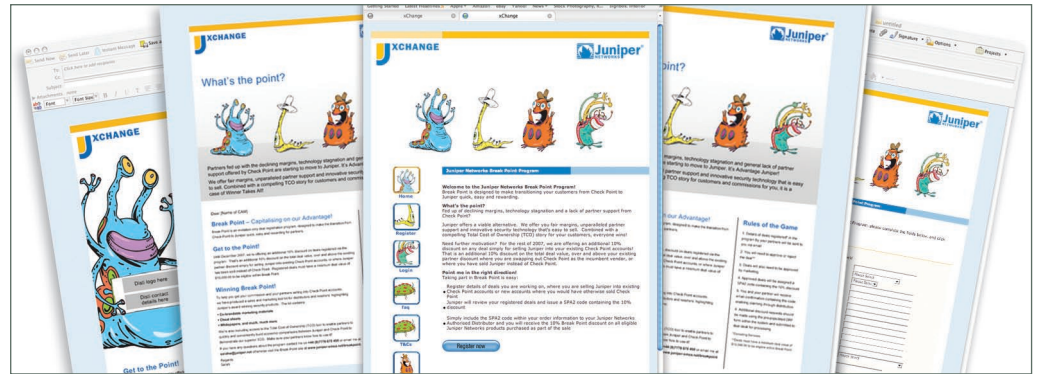
Initial registrations

10%+

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

Juniper aim to achieve the top spot in the firewall market



Client:

Juniper Networks



Campaign name:

Break Point Program

Campaign objectives:

- Firmly establish with Partners and end users Juniper's # 2 position in the Firewall market and grow it
- Raise and strengthen awareness of Juniper's superior brand attributes and channel proposition to targeted audience
- Revamp and enhance the existing Checkmate program:
 - Develop a new independent program with dedicated microsite
 - New strong and appealing creative approach to raise awareness and generate program participation
 - Streamline backend system, easing administrative requirements where possible
 - Allow for easy, cost-effective quarterly updates
 - System and design templates to enable the development of similar competitive attack programs in future quarters

Client requirements:

- The channel message to be developed for the program required to include the following attributes:
 - Juniper is a long-term strategic partner of choice
 - Juniper is innovative in approach, and leads the market
 - Juniper offers the best-in-class products and support, coupled with end-to-end, enterprise grade security solutions
 - Juniper provides an all-in-one hardware/software solution – greater benefits than competition
 - Juniper is truly committed to its Partners, offering a plethora of programs to help Partners maximise revenue, provide healthy margins and grow business potential

PlanetDNA solution:

- Development of launch emails (both internal and external) – to defined 'invite only' audience
- Development and implementation of standalone program microsite, enabling partners to register deal information, allowing Channel Account Managers and Junipers Channel Marketing Manager to approve allocation of promotional/discounting code
- Emails with approve/deny functionality (i.e. CAMs and marketing can approve/deny deals without logging into the website)

Other campaigns/projects:

- Juniper Networks Multiplay Portal
- Juniper Networks J-Rewards Program
- Juniper Networks Communications Platform
- Juniper Networks Break Point Program