

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

4

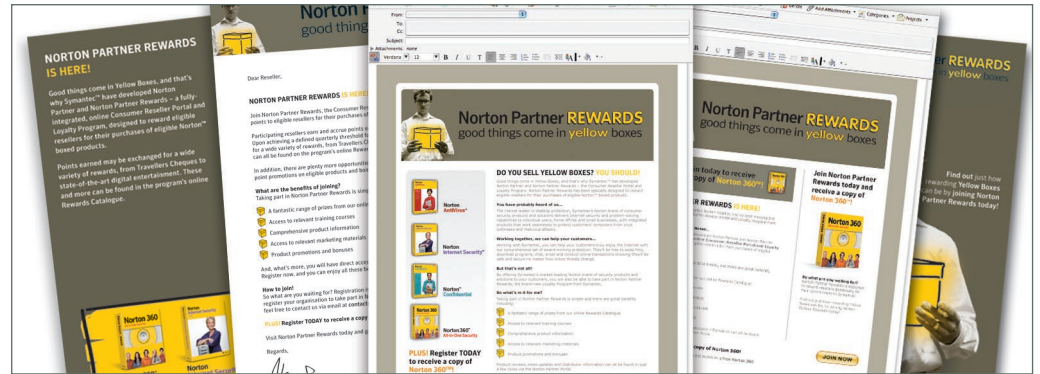
Registered members

c.650

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](http://www.planetdna.biz)

# Symantec strive for a comprehensive channel view with Norton Rewards



Client:

Symantec



Campaign name:

Norton Partner Rewards

Campaign objectives:

- Recruit 80% of reseller base across UK, Germany and Italy (about 24K) into the Program
- Increase purchasing to an average of 5 extra boxes of Norton Internet Security per existing reseller
- Recruit 20% of the universe (rest) across UK, Germany and Italy (about 6K)
- For new resellers, average 4 boxes of Norton Internet Security bought over the year
- Regular communication to Loyalty Program members
- Deliver an EMEA infrastructure for a Consumer Loyalty Scheme – build as platform for 2 years
- Make this the de facto tool for Consumer unmanaged partners in each country

Client requirements:

- Make the unmanaged partners feel virtually managed
- Ensure that members of the Loyalty Scheme hear information directly from Symantec first. Deliver regular communication on: products and pricing, available marketing materials, new programs, services and support
- Deliver a reseller chat technical support service for members
- Provide the service of a marketing development fund upon application
- Provide online reseller training
- Deliver an EMEA infrastructure for a Consumer Loyalty Scheme:
  - Define parameters (necessary due to budget) and then within parameters enable regional management and control
  - Build as a platform for 2-year minimum
- Develop a Consumer Partner Portal

PlanetDNA solution:

- Fully integrated Web-based rewards program and portal providing the consumer unmanaged channel with fundamental Symantec tools and support
- Flexibility to enable local language, product and channel variations
- Integration with legacy systems to provide automated validation process
- Create a dynamically generated website
- Build an intelligent reseller database
- Allow for overlay of tactical incentives through regional sales promotions
- Ability to refer colleagues and reward for non-sales activity
- Data processing of historical data, enabling automatic attribution of thresholds
- Reporting Tool with varying access privileges

Other campaigns/projects:

- Symantec Aspire Program