

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

19

Registered members

c.7000

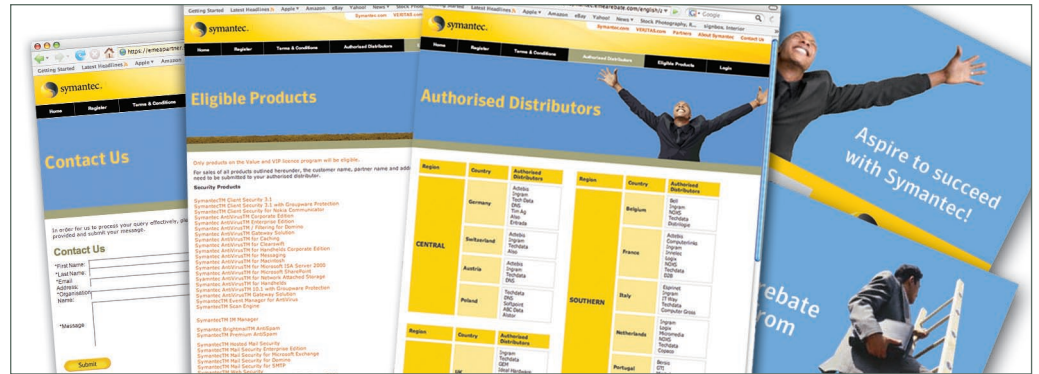
R.O.I

\$4.7 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

Symantec's incremental sales soar thanks to PlanetDNA's rebate platform



Client:

Symantec



Campaign name:

Aspire

Campaign objectives:

- Grow revenue in the unmanaged channel
- Provide a financial incentive for partners to focus on selling and promoting Symantec solutions
- Increase intelligence about Symantec partners and resellers that engage with Symantec
- Recruit prospective resellers into the Symantec Partner Program
- Create an intelligent and evolving data source to become the springboard for Symantec programs across EMEA
- Build a mechanism to become the foundation for building loyalty within partners

Client requirements:

- Accelerate sales (frequency and value) through Registered and Silver Partners
- Recruit and communicate to more resellers (companies and individuals)
- Motivate distributors to recruit and develop resellers
- Counter competitors and create a best-of-breed rebate program across EMEA

PlanetDNA solution:

- POS data consolidation, analysis and mapping across all participating countries
- Development of program website in 8 languages with a public information area, pre-population of registration page with instant database checks of eligibility prompting automated approval/denial, and pending emails to registrants at registration form submission
- Account portal login area of the website for resellers, with profile update capabilities, colleague referral functionality and 'contact us' link with pre-population of participants' details
- Automated email notifications to participants when status changes within the system, i.e. monthly revenue attribution, quota upload and rebate earned
- Development of Intranet portal with a program information centre, data download capabilities, program collateral upload and download functionality with version control and user subscription. Intranet includes dashboard view of registrations, reseller performance and revenue statistics
- Online quota approvals mechanism within the Intranet, with the ability to customise the data view and query records with pre-population of record details and direct feed to PlanetDNA team
- Promotions page with flash-enabled banners, updated regularly with new promotions
- Application of promotion rules to the monthly revenue data, and attribution of promotion benefits to the participant's account

Other campaigns/projects:

- Symantec Norton Partner Rewards
- Symantec Aspire 2007 Program
- Symantec Aspire Program – Asia Pacific
- Symantec NA Aspire Program