

Case Study

the pump house,
stag place, wooburn town,
bucks HP10 0TT
united kingdom
t: +44 (0) 1628 521 234
f: +44 (0) 1628 537 800
w: www.planetdna.biz

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

Registered countries

13

Registered partners

80

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

WatchGuard streamline MDF management with PlanetDNA's application system



Client:

WatchGuard Technologies

Campaign name:

Marketing Development Funds (MDF) Application

Campaign objectives:

- Allow WatchGuard corporate a complete view of EMEA MDF expenditure
- Measure the effectiveness of partners' MDF expenditure by marketing activity
- Transfer from a paper-based process to an on-line environment
- Provide 24/7 access to reports by partner, activity type and region

Client requirements:

- Reduce the administrative burden on the EMEA team through automation of reminders and ensure accountability between the Sales Account Managers and Marketing Team
- Ensure that the transfer to an on-line application was simple, streamlined and easy for the Partners to apply for MDF

PlanetDNA solution:

- Development of complete on-line application with secure login to access individual/company organisation's MDF account
- Dynamic content management – based upon user profile and privilege
- Application presentation of WatchGuard's quarterly and annual sales/marketing objectives – tying partner marketing activities back to objectives
- Application process routing, via email alerts, to all nominated partner and WatchGuard approval personnel
- Generation of unique MDF number, associated to each approved marketing activity
- Presentation of 'proof of execution' requirement(s) dependent upon choice of approved activity
- On-line 'reimbursement of funds' process
- Completion of online reimbursement claim form, routing to appropriate WatchGuard Marketing and Finance personnel for final sign-off and link to US finance system 'Great Plains' for funds transfer process to be executed
- Online 'MDF Guidelines' – including PDF of hard copy booklet (in 5 key EMEA languages), FAQ's and Contact Us

Other campaigns/projects:

- Development and implementation of a quarterly, pan-EMEA, 6-city Channel Seminar Road Show
- Pan-EMEA On-line News Alerts – design, content development, dispatch and management

