



High Tech Manufacturer Case Study

“We need to improve our partner marketing support through better materials and incentives.”



Background

The world's leading digital cinema technology, wowing nearly 10 million moviegoers every day of the year, has a distinct advantage over nearly every other display platform. This technology is the preferred choice for consumer and professional products from the largest event venues to the smallest hand-held projectors. Not only a leader in consumer projection, this technology is redefining projector capabilities in numerous other applications globally.

Challenge

The manufacturer relies heavily on a network of OEM manufacturing partners worldwide to effectively incorporate their technology into their own projectors. These OEMs cover a broad geographical spectrum, and represent many different verticals, including education, business & government, home theatre, automotive, and more. This presented a distinct challenge: the need to deliver the technical sales and marketing materials their partners needed to be successful wherever they were conducting business, across all industries. In addition to improvements in content delivery capabilities, our client was looking to enable a formal rebate program that would incentivize their partners and allow them to recoup a portion of each sale. A number of complex business processes needed to be automated within the rebate program to ensure its success.

Solution

LogicBay engaged with this manufacturer to develop a PRM (Partner Relationship Management) solution that allowed all their OEM partners to access the sales and marketing content they needed to be successful. Through the use of our foreign language localization capabilities, the Partner Portal interface was deployed in 7 languages that ensured the proper translation of all content based on the user's location and language preference. A formal sales certification was launched to help ensure the ongoing success of their global OEM partner network, and a series of collaboration forums allowed partners to share best practices. LogicBay delivered this comprehensive solution through a roster of PRM services, which included content development, remote system administration, annual partner surveys for continued feedback, and quarterly business reviews to ensure ongoing success as business objectives evolved. This helped keep our client focused on the strategic objective of global partner support, while eliminating the time and resources required to administer the program internally.

Result

The Partner Portal was implemented within 90 days to allow all global OEM partners access to the sales and marketing content they needed to improve their sales results. Our client was able to eliminate the Salesforce.com licenses that had previously been granted at the OEM partner level, a cost savings of several thousands of dollars per month. Their ability to deliver updated, relevant, and localized content on a global scale dramatically increased the sales effectiveness of their OEM partners. This, combined with an automated approach to administering a formal rebate incentive program, helped increase partner engagement and loyalty.

About Us

LogicBay has been helping companies achieve breakthrough performance from their sales channels by applying proven best practices combined with Partner Relationship Management (PRM) technology since 2003.