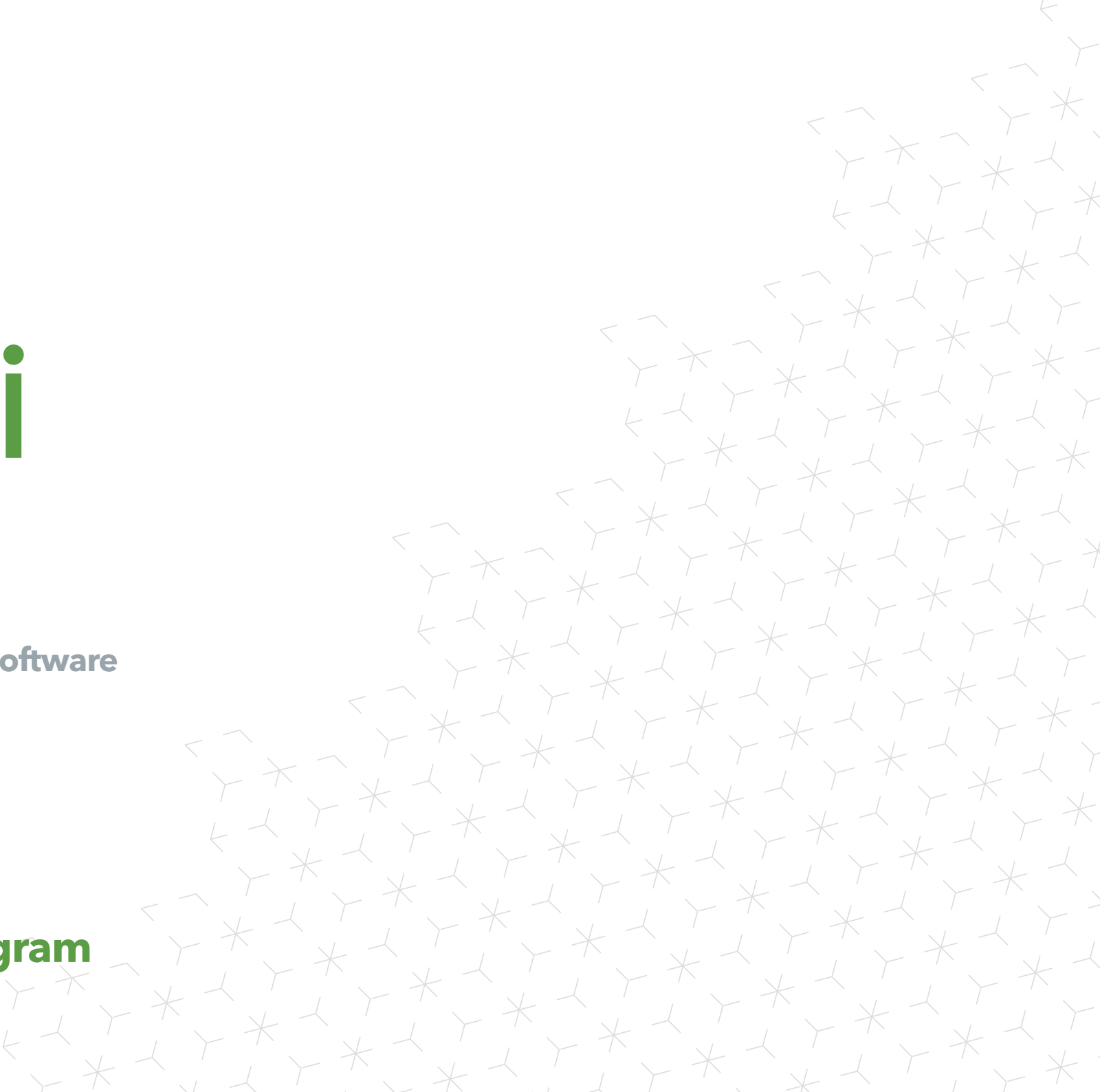




energy transforming software

CASE STUDY

Global MDF Program



CASE STUDY : Global MDF Program

The Challenge

Our client manages a dynamic global channel marketing Program, through which, distributors and established resellers are offered Marketing Development Funds (MDF) in response to sales.

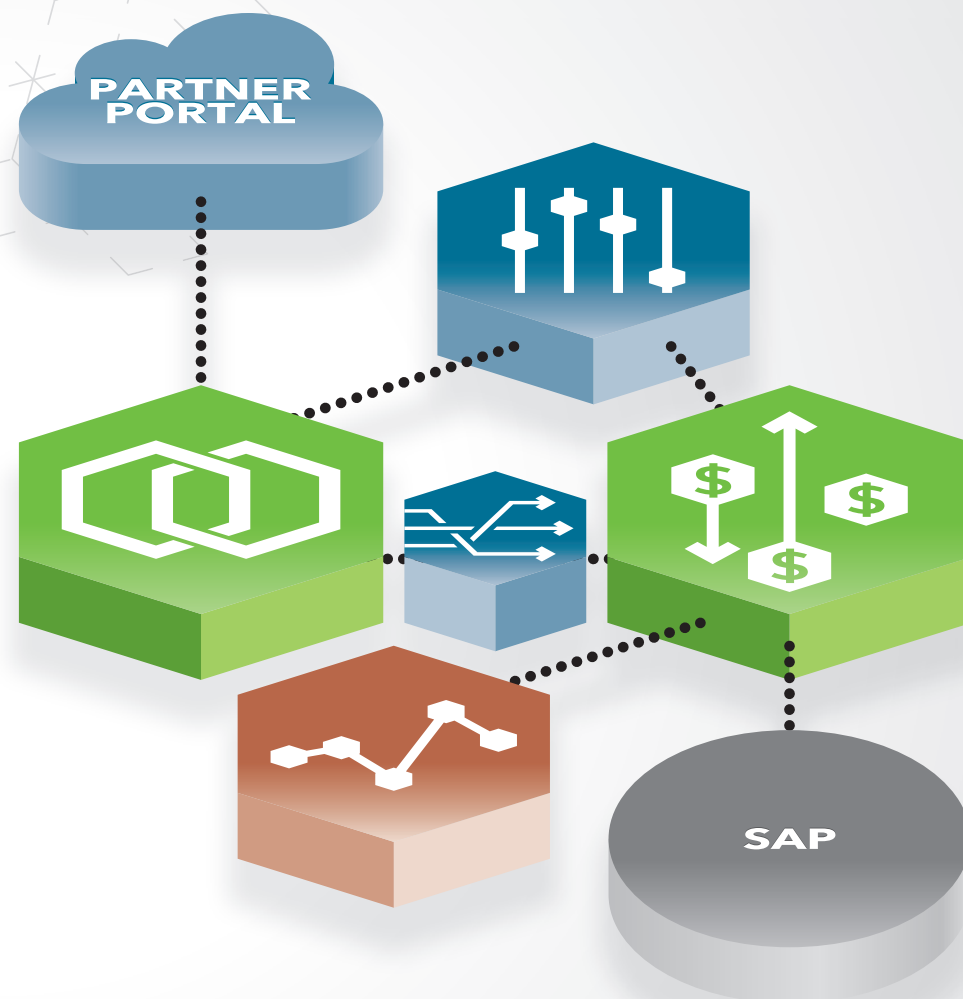
Our challenge was to create a platform on which MDF could be allocated globally, but managed at a local level. The Marketing Directors, Chief Marketing Officer and Finance Department wanted to be able to check-in too - so all data, communications and agreements needed to be stored in one place.

CASE STUDY : Global MDF Program

Our solution: Q:be

We designed a portal specifically for channel partner MDF allocation, and integrated it with our client's global branding and single sign-on infrastructure. Below, you'll find a snapshot of the features we included to streamline their MDF allocation process:

- ◆ The ability to assign budgets locally, but monitor them globally
- ◆ Intuitive workflow processes that fit with their established methods - with approvals organised according to location, value and activity type
- ◆ Transparency, with budgets and balances visible to senior staff at all times
- ◆ Simple-to-use online application forms for channel marketers
- ◆ Streamlined processes: relevant KPI and POP collected to support payments and credits to partners
- ◆ Reports and data for budget tracking and spend analysis
- ◆ All data and documents available and auditable for up to ten years
- ◆ And, importantly, the ability to log all communications, files and agreements in one place



CASE STUDY : Global MDF Program

Measuring success

Q:be has ensured that up-to-the-minute data drives future marketing investments. Senior users have marketing expenditure and return on investment data at their fingertips, enabling them to target investment where it will be the most effective.

Q:be is now the “go-to” hub, where teams can find out about planned marketing activities and the partners involved. It has enabled partners and marketers to collaborate much more effectively, with all parties enjoying full visibility throughout the MDF application process. As new opportunities arise, marketing teams will be able to adapt their budgets accordingly - maximising return for our client, whilst reducing emails and spreadsheets.



Transforming marketing control.

Our software helps organisations like yours to deliver against their marketing strategy more effectively. It connects the right people together with the right data to provide clarity and insight; improving performance and accountability in the process.

As a company we believe in the transformative power of software and we seek to build productive and powerful relationships with our clients along the way. A collaborative approach helps to explore possibilities as well as probabilities.

If you'd like to find out more, the channels are open ...

Q:chi

Greg Evans : Director

e: Greg@Qchi.net

t: +44 (0)8450 946 099

w: www.Qchi.net