

High Performance Network Leader Strengthens Global MDF Processes

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The Challenge

The Client, a leader in high-performance networks, offers an infrastructure that creates a responsive and trusted environment to accelerate the deployment of services and applications over a single network. Its high-performance network infrastructure supports converged data, voice, video, and wireless applications across extended networks. Its partner program enables 12,000 partners and 2,000 channel companies to sell its solutions worldwide.

The company offered discretionary funds to its distributors through an MDF program, but the program suffered from payment delays, lengthy accruals, high operating costs and administrative

The Client's MDF program suffered from payment delays, lengthy accruals, high operating costs, administrative burdens, lack of reporting tools and poor controls

burdens, lack of reporting tools, clear line-of-sight to ROI and poor controls. The program no longer supported the needs of the client and its partners.

The company turned to Vistex, to increase the effectiveness of its MDF program—and maximize its return on channel investment while boosting partner satisfaction. After a thorough review of the company's existing MDF program and processes, Vistex proposed

A Vistex Case Study

The Client reduced its operating costs and administrative overhead, while increasing satisfaction and engagement among its partners

its MDF solution. This global, web-based application simplified administration and costs for the client, and made it easy for partners to manage their joint marketing activities and claim reimbursements.

The Solution

The Client deployed Vistex's Channel MDF solution to more than 325 partner companies and 460+ partner contacts in over 60 countries worldwide.

In choosing this solution, the company reduced its operating costs and administrative overhead, while increasing satisfaction and engagement among partners. In just a few clicks, partners can submit claims online and enjoy the

convenience of quickly tracking projects and claims. They can easily upload proof-of-performance documents and access statements and reports. What's more, the company's MDF program is localized to address regional needs with the support of in-region Vistex program management.

Partner projects more than doubled in the first two quarters, and the company approved more than 500 partner activities. Payment timeframes improved from 12 weeks to less than four weeks, and MDF payouts exceeded USD \$3.2 million.

The Results

With the Channel MDF solution—powered by our proven Channel Conduit platform— you can:

- Easily manage fund requests and claims
- Tailor the solution to your unique business needs
- Speed global payments to partners in record time
- Quickly track and measure program metrics
- Deploy globally— in multi-languages and currencies
- Optimize resources with a fully-sourced, global back office

Make More. Keep More. Grow Smarter.

