

High Performance Network Leader Strengthens Global MDF Processes



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 platform supports converged data, voice, video, and wireless applications across extended networks, while its partner program enables 12,000 partners and 2,000 channel companies to sell solutions worldwide.

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

Overview

Our client had been offering discretionary funds to its distributors through an MDF program, but the program suffered from payment delays, lengthy accruals, high operating costs and administrative burdens, lack of reporting tools, clear line-of-sight to ROI, poor controls, and could no longer support the needs of the client or its partners.

The client 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 client's existing MDF program and processes, Vistex proposed its channelMDF solution. This global, web-based application simplified administration and costs for the client, making it easy for partners to manage their joint marketing activities and claim reimbursements.

By implementing channelMDF from Vistex, the client improved payment timeframes from 12 weeks to less than four weeks.

Solution

The client deployed Vistex's channelMDF solution to more than 325 partner companies and 460+ partner contacts in over 60 countries worldwide. In choosing this solution, the client 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 client's MDF program is localized to address regional needs with the support of in-region Vistex program management.

Results

Partner projects more than doubled in the first two quarters, and the client 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. With the channelMDF solution, you can:

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

About Vistex®

Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue and reduce costs with their business partners by managing trade, channel and vendor programs, pricing, performance incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services. For more information, visit www.vistex.com.

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