

## Case Study Technology

An international software company wanted to get closer to its second-tier channel, gain a better insight into sales behaviours and improve loyalty across all partners through better communication with individuals. Its existing partner programme provided great benefits, but there was no ongoing measurement of the partner sales value to the company.

## Challenge

Provide insight into EMEA channel sales behaviours, deliver additional rewards for loyalty and sales performance, and communicate to all levels of partner employees.

## Solution

BI WORLDWIDE created a new reward and communication programme with a website that allowed seamless login to the partner portal. The data insight team analysed sales data from 47,000 partners and channel customers covering 122 countries, allowing us to create sales groups and goals. Performance was reported through the site and partner accreditation was reviewed accordingly, with promotion or relegation depending on performance.

## Results

Over **€920,000** profit

**37,000**

unproductive  
resellers dropped

Using a control cell to monitor performance, results showed the programme generated over €920,000 extra profit for the first year. The company was able to disengage with 37,000 unproductive resellers and experienced a 5:1 return on investment.

“ This programme has enabled us to engage channel partners in a way that has never been achieved before. BI WORLDWIDE's creative thinking and innovative approach gave us a strategy that really added value to our partner programme. The increase in engagement of our channel partners and their sales performance demonstrates its success.”

Managing Director

**5:1**  
return on  
investment

