

Network Leader Gains Insight into Pipeline with **Deal Registration**

The client, a leader in high-performance networks, offers an infrastructure that supports converged data, voice, video, and wireless applications across extended networks. Through the client's partner program, over 12,000 partners and 2,000 channel companies sell its solutions around the world.

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Overview

Deal registration programs are a key component in the success of today's channel strategies. If a deal registration program is to be effective, it must offer pipeline visibility, protect and reward partners, and deliver clear return on investment in the face of dynamic market conditions and complex partner ecosystems—on a global scale.

The client worked closely with Vistex, a leading channel technology provider, to replace its outdated system with a consolidated global platform that more closely met its needs—as well as the needs of its partners. After thoroughly assessing the client's existing system and processes, facilitating the collection and analysis of regional business requirements, Vistex proposed its deal registration solution. This web-based solution automates systems and processes globally with the features and flexibility to meet local business needs.

Using this new solution, the client's partners were able to easily register sales opportunities—including customer data—in exchange for deal protection, sales support, and financial rewards. What's more, the solution's seamless integration with multiple internal systems—including its special pricing tools—eliminated manual data entry tasks and made deployment a breeze. Additionally, the client has further optimized its resources with ongoing operational support and deal verification services provided by Vistex.

Solution

The client deployed Vistex's deal registration solution globally over the course of two years. By selecting a flexible, highly scalable deal registration solution, the client achieved its program objectives:

- Drive enterprise sales through channel partners with incentives that truly focus on helping partners to succeed in securing new business
- Optimize time and resources by automating and streamlining processes
- Address the needs of all worldwide regions, including North America, Latin America, Europe, Middle East, Africa, Asia Pacific, and Japan
- Ensure timely review of deals through clear, automated triggers
- Enable field-level collaboration between channel account managers and resellers
- Attain clear line-of-sight to ROI through deal tracking, full audit trails, and real-time, global, consolidated reports

In turn, this intuitive, simple-to-use deal registration solution has strengthened the company's relationships by making it easier for partners to:

- Quickly identify, register, develop and close new sales opportunities—it only takes five minutes to register a deal
- Easily search for and view all of its opportunities by status, customer, product and more
- Rely on unparalleled protection for registered prospects and deals
- Create quick, convenient reports of registered deals

Adding It All Up

Effective communication of this new solution to internal stakeholders and channel partners alike was critical to its successful adoption. With assistance from the Vistex team, the company launched a comprehensive, integrated marketing communications campaign to generate awareness and encourage participation. From online training, webcasts, collateral, e-newsletters, and emails at launch to ongoing communications with news about periodic updates, these marketing activities have steadily increased participation in its deal registration program.

Within the first three years, active engagement of the client's partners in the deal registration program more than tripled, and the number of transactions grew five-fold while reducing program management and administration time considerably. The result—increased partner profitability and incremental revenue growth.

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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