

Developing a Fully Automated, Customized Sales Incentive Program

CASE STUDY

A multinational information technology company needed a program to recognize and reward the sales performance of its channel sales representatives. In addition, it needed to promote continuous learning about its products and solutions, expand coverage and increase indirect revenue. This case study dives deeper into the challenges the company faced within the EMEA region and how Aximpro, through its ChannelValue® partner enablement and loyalty software, successfully developed a fully automated and customized incentive program.

THE CHALLENGE

The information technology company needed a tool to incentivize the sales of specific products within Europe, the Middle East and Africa (EMEA) – with special sub-programs directly tailored to the German-speaking DACH region, the United Kingdom (UK), Ireland and northern Europe. These included products that were new to the market, low-performing products, as well as products that were highly competitive with those of other companies.

As the different countries within EMEA needed different approaches, a cutting-edge tool that was flexible and could be configured in different ways was needed. These configuration needs included localization and differentiation in terms of countries, regions, partner levels, distributors and resellers, as well as specified user groups.

The company's overall needs included that:

- Both distributors and resellers should be able to access and use this tool, but with different incentives
- Distributors and resellers should be provided with a portal where they not only receive rewards for sales, but can also complete



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quarters of
successful
incentivization for
EMEA countries

trainings, download information material for product sales, as well as review current incentivized products

- The reward process should be automated and the data of thousands of distributors and resellers from the EMEA region should be managed and calculated automatically based on the given rules
- The way in which such a broad range and high number of users are rewarded should be easy
- There should be a way to reach distributors and resellers to educate them about various aspects, such as products and incentives
- There should be a tool to actively push users to complete trainings and actively utilize the information material – and these actions should be rewarded.



THE GOAL

The key objectives were to:

- Drive growth, especially within the small and medium-sized business (SMB) segment
- Engage with, educate and reward the sales representatives of distributors and resellers
- Utilize business intelligence to understand behaviors and drive actions accordingly
- Develop a marketing engine for business units to focus on increasing sales volumes.



THE SOLUTION

With its ChannelValue partner enablement and loyalty software, Aximpro provided a fully automated incentive program. The program was specifically designed to motivate the sales representatives of distributors and resellers. As part of the program, sales representatives could earn bonus points for selling pre-selected products and services and redeem these points in the form of a branded prepaid credit card.

Aximpro's Offering

Aximpro developed and implemented the following within the EMEA and DACH regions:

- A fully automated incentive portal run on a customized version of the ChannelValue partner enablement and loyalty software
- Implementation within 38 countries and for more than 7,700 registered sales representatives
- Multilanguage functionality (the incentive portal was accessible in nine languages)



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campaigns launched for the UK and Ireland

- Flexibility as product incentives could be set up at once or divided into product families
- Communication to users via email or directly via the portal (the communication was automated and GDPR compliant)
- Live dashboards for data with gamification aspects indicating, for example, the number of registered users and partners, trainings completed and educational content downloaded
- A calculation dashboard based on actual sell-out data which was updated on a weekly basis and provided an overview of aspects including the budget, the number of bonus points spent in terms of partners, the regions (with a clear differentiation between distributors and resellers)
- Calculation of incentive reward figures based on sell-out reports (fully automated and completed on a weekly basis)
- Updated budgets that were always available and accessible on the dashboards
- Tax coverage for individual countries (where requested)
- A gamification system that rewarded users with credits instead of bonus points (the credits did not result in receiving money, but rather prizes in the form of luxury trips)
- Sub-programs that incentivized special product segments or products promoted from the company in cooperation with a software vendor or special user groups that could be specifically defined. These programs could be accessed via the portal, using the same login details, because all aspects were centrally hosted and summarized on the start page.

Incentive Flexibility

The overall solution was customized to the company's needs with Aximpro offering flexibility in terms of incentive variations, separate budgets and selected promotional activities:

Variations

- Selected partner levels only
- Selected countries or country clusters only
- Distributors and/or resellers, including percentage-based incentives where, for example, distributors earned 25% of reseller earnings
- Individual incentives for single regions, countries or user groups

Budgets

- Each incentive could have its own defined budget, which made it possible to monitor and control the different spending amounts for the different products or product families
- With this approach, it was possible to run incentives for an entire region or for one single country

Promotions

- Incentives could selectively be boosted where needed, for example, offering double rewards for one incentive within a specific timeframe



Distributor Benefits

In addition to the entire offering, Aximpro also provided the following benefits to distributors as part of the program:

- Assistance with increasing their sell out
- Opportunities to improve the sales skills of sales representatives by providing training and material
- Opportunities to strengthen the partnership between themselves and their customers
- Centralized infrastructure for communication between themselves and the resellers, as well as the information technology company
- Business intelligence features on the sales behaviors of sales representatives and the ability to define cross-selling activities
- The means to run internal incentives
- Webinars to help them understand the program and assist their reseller contacts with onboarding.

THE RESULTS

From the solution offered by Aximpro, the information technology company could incentivize specific products through a fully automated tool and a central platform that enabled sales incentivization, training and sales support. With expertise on the EMEA region in terms of cross-country diversity and country-specific rules and regulations, Aximpro also offered customized approaches in this regard. These approaches included adjusting the program for different regions and countries in very specific ways in terms of legal aspects, budgetary requirements and reward systems.

As the program was so successful, it grew from three countries at the time of its launch to 38 countries. Furthermore, it was developed to be available in nine languages.

Get Your Customized Program

Attract channel potential and retain channel partners with the latest software technology, advanced usability and impactful reward vehicles – tailored to your needs and budget.

Get more information directly from one of our consultants.

[Contact a Consultant](#)

 Gute Änger 11-15
85356 Freising
Germany
 info@aximpro.com
 +49 8161 2499 100

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