

TURN YOUR PARTNERS INTO PROFIT

identify | enable | accelerate

The Pareto Principle tells us that broadly we could expect

80% of a vendor's sales will come

from 20% of their partner base

70%

Indirect sales accounts for 70% of total global business

60%

Up to 60% of vendor MDF goes unspent by partners each year

Assume... 10 Partners



Spend £1,500.00 each

...of your MDF on producing their own single campaign for your product or service.

That is cumulatively £15,000.00

of your MDF that could be spent more efficiently & effectively but also better meeting your objectives & more in line with your brand guidelines.



A mid-size vendor could spend £5,000.00

on a simple campaign with their agency – for each & every campaign!

Even if you only did 1 campaign a quarter that is £20k of your MDF that could get a greatly accelerated ROI by using the right partner marketing solution.



if you can get some of those numbers to work better for you – you can with the most advanced channel & partner marketing solution available today!

MarketingConnex

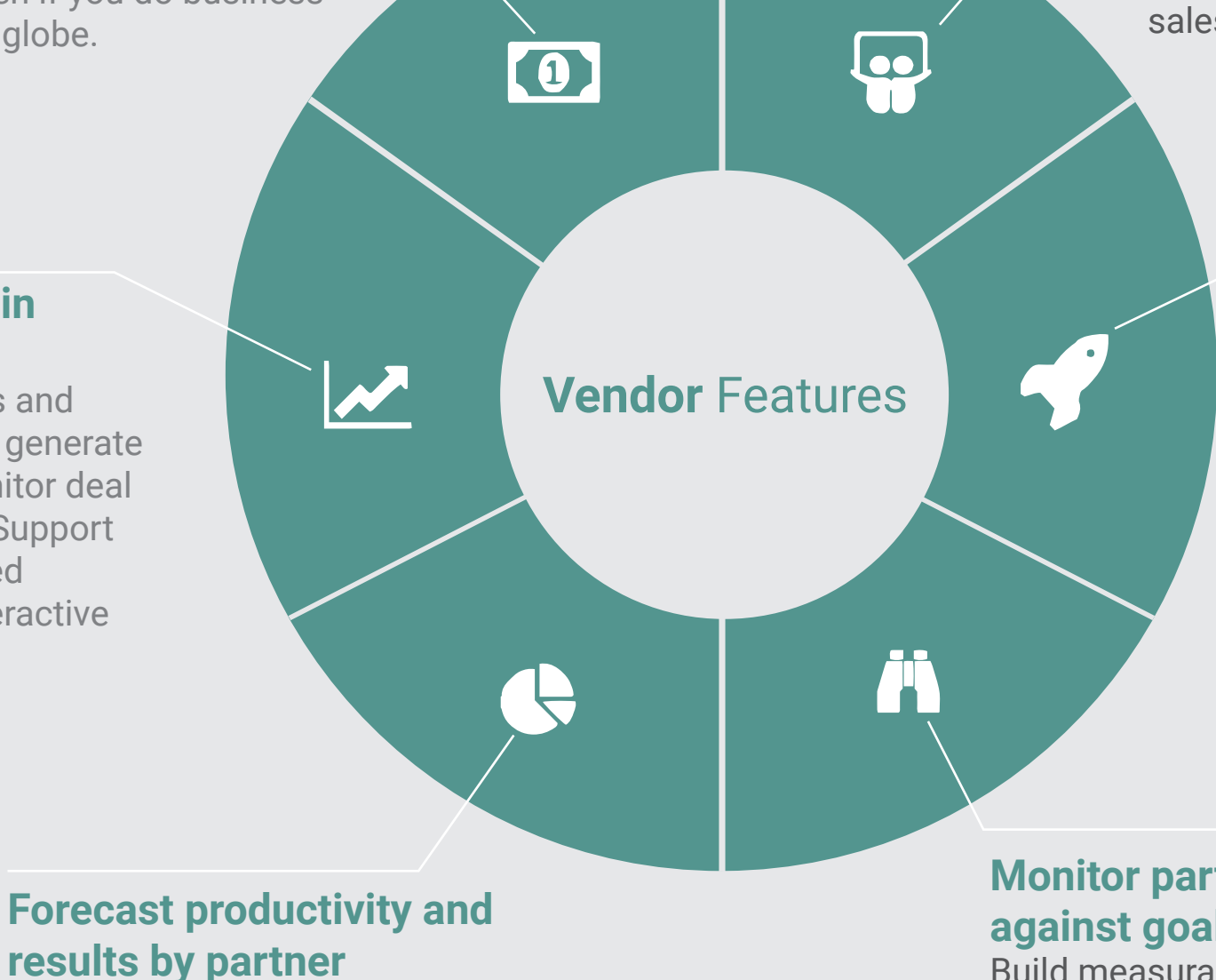
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You can drive competitive advantage for your channel business through accelerated time to market and innovation. Additionally you can create growth, reduce costs, improve efficiency and ultimately create incremental revenue & margin opportunities for you and your partners.

Predictable / Fixed costs
Fixed monthly subscription plans allow for easy financial forecasting, with no unexpected costs – even if you do business across the globe.

Drive growth and gain brand loyalty

Efficiently allocate funds and leads, and help partners generate their own business. Monitor deal flow quickly and easily. Support your partner with branded programmes and an interactive community.



Support the entire channel base

Provide marketing support and collateral to your entire partner community (24 x 7) to drive channel sales up, and increase brand loyalty.

Identify and open up new markets

Identify your channel's geographic coverage and where the best deals are being made, on both a national and international level, so you can recruit additional partners to open up new markets.

Forecast productivity and results by partner

Central dashboard reporting highlights partner performance against agreed performance metrics and provides accurate forecasting for future activities.

Monitor partner performance against goals

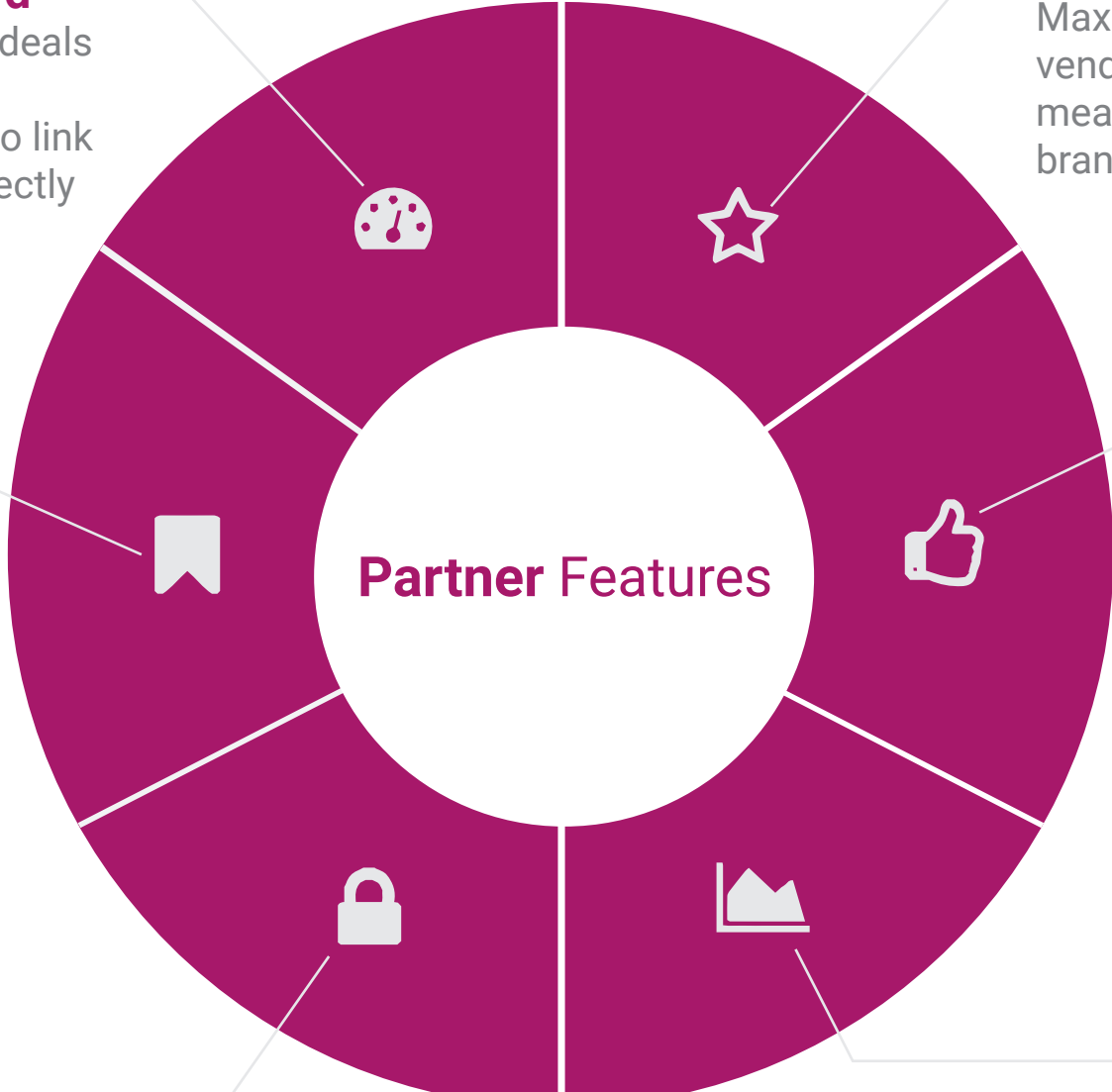
Build measurable objectives, go-to-market plans, execution strategies and tactics and then review partners' results to analyse the effectiveness of their execution.

Deal registration module & dashboard

Partners can record all deals via the central portal or partner app, with APIs to link the deals registered directly into your CRM system.

Customisable co-branded marketing materials

Partner logos can be easily added to existing marketing materials to allow all partners to use personalised, vendor approved content.



Zero cost

Maximum functionality to promote vendor solutions at no cost, meaning increased sales and brand loyalty.

Easy to use

Planning, forecasting, reporting and execution – all from a single, simple portal.

Peace of mind with secure partitioned data

The partner's data remains theirs, in line with data regulations.

Simplified pipeline management

Facilitated deal registration, lead management and reporting.

8 GREAT FEATURES that make MarketingConnex different

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1. The one-stop partner marketing solution

Partners can submit campaign plans for approval, deploy the programmes you build, and measure the effectiveness of the programmes through central dashboard reporting and on both a vendor and partner level.



2. Get up and running quickly

Our user interface is so simple to use, your partners can easily and quickly create, adapt, deliver and monitor marketing campaigns right from the start.



3. Fixed pricing model

Bring more partners on board without worrying about additional costs - our transparent fixed cost model lets you give platform access to all your partners globally - at no extra charge!



4. Multi-lingual capabilities

Upon setup you can choose the native language for the platform, allowing you and your partners to operate in the same business language. You can also translate and distribute partner materials in as many languages as you choose. Additionally you can also pre-select key languages for your partner pages.



5. Multi-currency support

Whether you and your partners work in pounds, dollars or yen, you can track and report in your chosen currency against revenue, deals, MDF allocation and spend.



6. Any device, anywhere

Our easy-to-use, mobile-first solution is truly multi-platform - enabling vendors and partners to get immediate access the most up-to-date and relevant information, wherever they are and whenever or however they choose.



7. Unique partner app available

Allowing you and your partners to monitor progress and record developments on the move. Additionally the partner app enables partners to register their deals, real-time, while out of the office – with no delay.



8. Truly 'global' solution

With our user-friendly partner dashboard showing geographic metrics and our technologically advanced multi-lingual, multi-currency and multi-platform solution all hosted in the cloud and therefore available anywhere/anytime.



features VENDOR + PARTNER = Success for you & your partners

Find out more...

If you'd like to find out more about MarketingConnex or simply have some feedback for us, we'd love to hear from you. Our friendly team who will be pleased to help can be reached on:

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MarketingConnex

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