

Multinational Networking Company Achieves Globally Consistent, Locally Flexible Channel Coverage

CHALLENGES

Market erosion

Insufficient sales
bench strength

KPI tracking

Situation

A global leader in networking solutions was experiencing year-over-year erosion of its SMB market. The company lacked the resources to work with its smaller channel partners face-to-face. And because each geographic region or country had its own partner requirements and local approach to address reseller coverage, it required a solution that would provide SMB sellers worldwide with a globally consistent message, but that would also offer local flexibility.

The client believed that a properly deployed channel coverage model could more than double its SMB market share through value-added resellers but needed a consistent, cost-effective model to execute globally. An added challenge was that the client lacked a way of uniquely tracking leading indicators of success and of linking investments to ROI.

KEYS TO SUCCESS

Channel coverage model

Rapid recruitment in
14 countries across
4 continents

Distributor relationships

Data analysis +
transparency

Solution

MarketSource launched a channel coverage model using best practices in the design and deployment of a globally managed program. We rapidly recruited and trained a team of 50 full-time, channel-facing field sales professionals in 14 countries across four continents. We integrated the sales team and process into geographic regions, local country sales, and marketing processes.

Central to the program was a focus on building relationships with distributors to drive certification of Unique Registered Partners.



30%

quarter-over-
quarter growth



\$80M

in incremental
revenue



+7.5K

face-to-face
reseller touches



2-3X

increase in
average reseller
purchase volume



+10X

ROI on investment

MarketSource created a global program office with a centralized management team that led content creation, metrics, reporting, and program management. An operations team managed people and training in the field and monitored profits and efficiency. They continually created new content or modified existing content for global consistency and tailored it for each region.

MarketSource's data analytics team built and managed dashboard and reporting systems. As the program evolved, this maximized return on investment by allowing the necessary transparency to make in-market adjustments as needed. In addition, the team and client met weekly to review results, examine the program structure, analyze goals, and determine future program direction at a global level.

Results

The program delivered a globally consistent channel coverage model that was flexible enough to meet the needs of both local countries and client subsidiaries. The channel coverage model led to significant improvements. In less than one year, we achieved for our client 30% quarter-over-quarter growth and \$80M in incremental revenue. We also touched over 7,500 resellers through face-to-face meetings and increased average reseller purchase volume 2-3X versus a control group, all while achieving a 10X+ return on investment globally tracked through pinpoint POS reporting and program dashboards.



marketsource.com

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and retail environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.