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Case Study:

**How we gave a major  
technology player complete  
oversight and control of  
their channel partner  
activity and spend**



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## Case study

### Overview

- Our client is a major technology player across the globe
- They needed total oversight of their channel partner programmes, but their existing solution lacked the granular level of data they needed
- We gave them one integrated platform to track their channel partner activity and spend
- As a result, they can now seamlessly manage, track and monitor all MDF requests and other channel partner activity, as well as see all the data they need via automated feeds.



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## Case study

### The client

Our client is an international technology business with a complex marketing operation.

With over 100 marketers and more than 250 channel marketing partners, they needed to have total oversight and control over their channel partner management.

But they had a problem.

Their existing channel partner management solution couldn't integrate with their other systems. And as a result, they couldn't get the granular level of oversight they needed over their programmes.

### The problem

Because our client lacked the right oversight over their channel partner spend and activity, this worryingly meant they were more susceptible to fraudulent claims for marketing development funds - which the business wouldn't notice until it was too late.

In addition, they also had around 50 finance, audit and procurement users who needed to regularly access the system and get oversight of marketing activity and spend.

And as the process is audited every year, it was vital that they had easy access to the right data concerning what was being approved - and by whom.



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## Case study

### What we did

We gave them one, integrated platform where they could track their entire channel partner activity and spend.

This not only integrated with their finance systems (with appropriate access levels) but also gave them the ability to issue purchase orders and have complete oversight of all marketing development fund (MDF) requests.



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## Case study

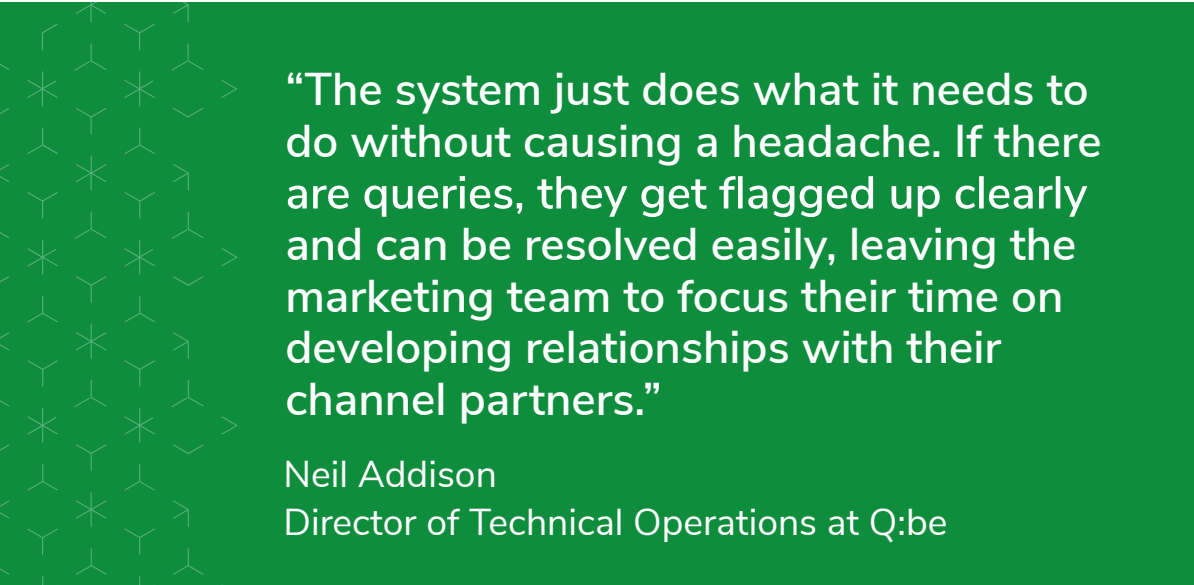
### The result

The client now uses our Channel Partner system to seamlessly manage, track and monitor all MDF requests received into the business from channel partners.

Partners are empowered to log in and raise their own activity requests, which are then automatically routed to the appropriate team member with the right level of authority to sign off on the funds requested.

Our system also gives finance, auditing and procurement teams the automated data feeds they need in a clear, easy to understand format. Initially, the system integrated with Oracle so that purchase orders linked with finance systems. But when the business migrated to SAP, we worked side-by-side with them to change over the integration seamlessly.

Our client can now also pull data from our system for analysis, alongside other areas such as sales performance. Ultimately providing the marketing team - and the channel partners themselves - with complete oversight of how their MDFs are performing.



“The system just does what it needs to do without causing a headache. If there are queries, they get flagged up clearly and can be resolved easily, leaving the marketing team to focus their time on developing relationships with their channel partners.”

Neil Addison  
Director of Technical Operations at Q:be



# Know Exactly What Your Team Are Planning, Doing & Spending

Q:chi is a flexible marketing workspace that gives CMOs and their teams total control and oversight of their marketing ops and finances.

We have over 20 years' experience building bespoke marketing performance solutions for global enterprise companies.

- Planning
- Budgeting
- Approvals
- Compliance
- Project management
- Reporting

Want to find out how we can help you take control of your marketing operations?

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