

Adding it all up: analytics in action



IP networking manufacturer

implements score card to
make better data-driven
business decisions.

Overview

The client, a leading IP-based networking technology manufacturer, had invested in a wide range of programs and tools for its partner base—more than 20 in total. With so many tools and programs available to partners, the client wanted to know:

- Which programs and tools were the most effective at driving sales?
- Which tools and resources warranted long-term investment?

Solution

Vistex created models utilizing POS, participation and profile data to gauge the level of impact each component had on predicting service bookings. The results of the study enabled Vistex to identify nine of the nearly 20 programs and tools that added up to increased partner engagement and elevated sales.

Comparative analysis revealed some tools were effective for particular partner types but not equally effective across the entire spectrum of partner types

The data and models were then contextualized for all eight of the client's partner types. Comparative analysis revealed that while some programs and tools were effective for particular partner groups, not all programs (or tools) were equally effective across the entire spectrum of partner types.

The scorecard was used by the client's sales team to encourage partner participation in programs that drove sales

The most critical aspect of the effort was in leveraging the findings to create a partner scorecard for each partner type. This initiative would measure their existing programs against those found to drive service bookings. The scorecard, developed by Vistex, was then used by the client's sales team to encourage partners to participate in programs that drove sales.

Results

The client implemented the new scorecard and began using it during the final quarter of the year and continues to use it today. They committed to acting upon the analytics to maximize the effectiveness of its channel by dedicating resources to worthwhile programs.

Implementing changes based upon Vistex's findings helped the client target resources to its most valuable programs and increase the utilization of trainings and partner enablement tools. Vistex generated several complex sales projection models for future quarters to showcase the value of investing in programs that are most successful in driving partner engagement. In the end, it all adds up to a smarter, more successful business.



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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