

BRIEF CASE ↘

Driving growth through collaboration and new partner programs

Headquartered in Raleigh, North Carolina, this top open-source software provider generates over \$3.4 billion in annual revenue. Its broad portfolio includes hybrid cloud infrastructure, middleware, agile integration, cloud-native application development, as well as management and automation capabilities. Over 90% of Fortune 500 companies, including 100% of Fortune 500 commercial banks, communication services providers, and media/technology companies, rely on its solutions for everyday operations.

The situation

This company has more than 20,000 employees and 10,000 certified partners supporting customers across the globe – in addition to a massive open-source community. Core to its operating model, the company acts as the ‘community hub’ for this ecosystem to drive innovation and provide development, support, training, and consulting services to its customers. Support for this vital work is backed by co-op and market development fund (MDF) programs that vary by region and partner. The company managed these programs in-house, using manual, complicated, and time-consuming spreadsheets.

However, the manual spreadsheets, regional inconsistency, and existing scope of its partner programs became a hindrance. To fix it, the company looked for a global solution to deliver the complete systems, services, and support stakeholders needed.

The challenge

The company expanded organically and through acquisitions, resulting in substantial growth and diversification of its partner network and community

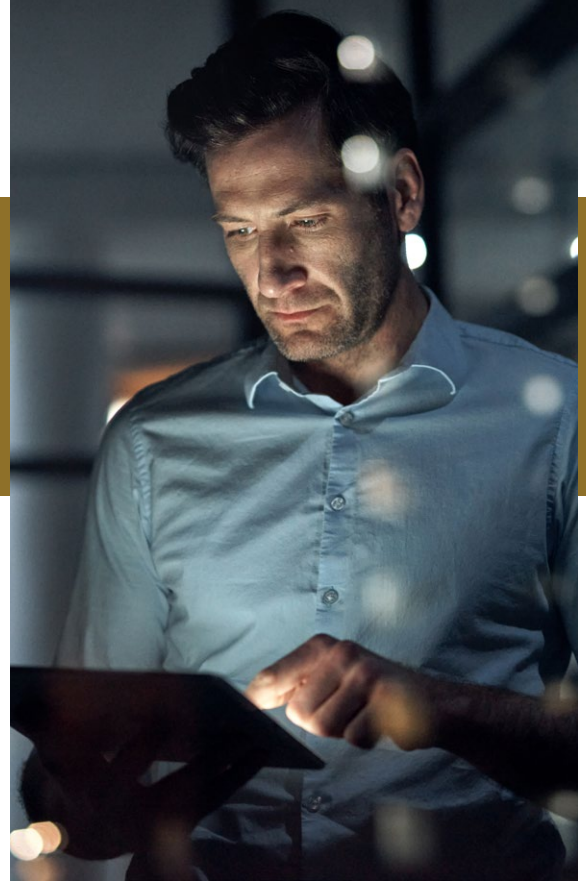
hub. With plans to expand into another 100 locations in 39 countries, the company needed to integrate all its partner programs to fully align with its go-to-market strategy and drive incremental sales.



The solution

The company chose a solution based on the following set of connected e2open applications: Collaborative Channel Planning, Rewards and Funds Management, and Channel Marketing Automation – all integrated with the Oracle financials back end. Together,

these applications ensure partner activity aligns with the corporate goals and strategy, providing funding and support for efficient execution. It enables various funded activities such as events, direct marketing, digital marketing, sales challenges, funded heads, and training.



Software Company

Challenges

- Limited partner network growth and diversification
- Inconsistent, difficult-to-manage, and hard-to-measure programs
- Manual processes run on spreadsheets that don't scale

Solution

- A complete solution with connected systems, services, and global support

Application

- Collaborative Channel Planning
- Channel Marketing Automation
- Rewards and Funds Management

The outcome

Partners were provided with a simple and efficient way to request funds, claim expenses, and receive payments. With back-end integration and removal of complicated spreadsheets, the solution eliminates many slow manual tasks that were error-prone. It is now easier for all stakeholders to comply with the partner program's guidelines. The automated prior approvals and vetted marketplace services available in the solution drive improved adherence

to expense, revenue, and purchasing policies. With the integrated solution in place, decision-makers can now better understand who is spending funds, what the expenses are for, as well as the results. Bringing this knowledge into a collaborative planning process with partners drives better alignment around the same goals. Finally, because it is very easy to configure, adapt, and scale incentive programs, the company can quickly respond to market shifts, gaining a competitive advantage.

Applications

- Collaborative Channel Planning
- Channel Marketing Automation
- Rewards and Funds Management



About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 480,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 15 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: www.e2open.com

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SIMPLIFIED

Claims and Payments Processes



REDUCED

Manual Tasks



IMPROVED

Policy and Guidelines Compliance



IMPROVED

Visibility of MDF Spend



IMPROVED

Alignment of Spend with Goals



INCREASED

Speed to Market