



energy transforming software

CASE STUDY

**Global Corporate, Field
and Partner Program**



CASE STUDY : Global Corporate, Field and Partner Program

The Challenge

Our client, a global leader in business intelligence software, was looking for a smarter way to manage their corporate, field and channel partner marketing programmes.

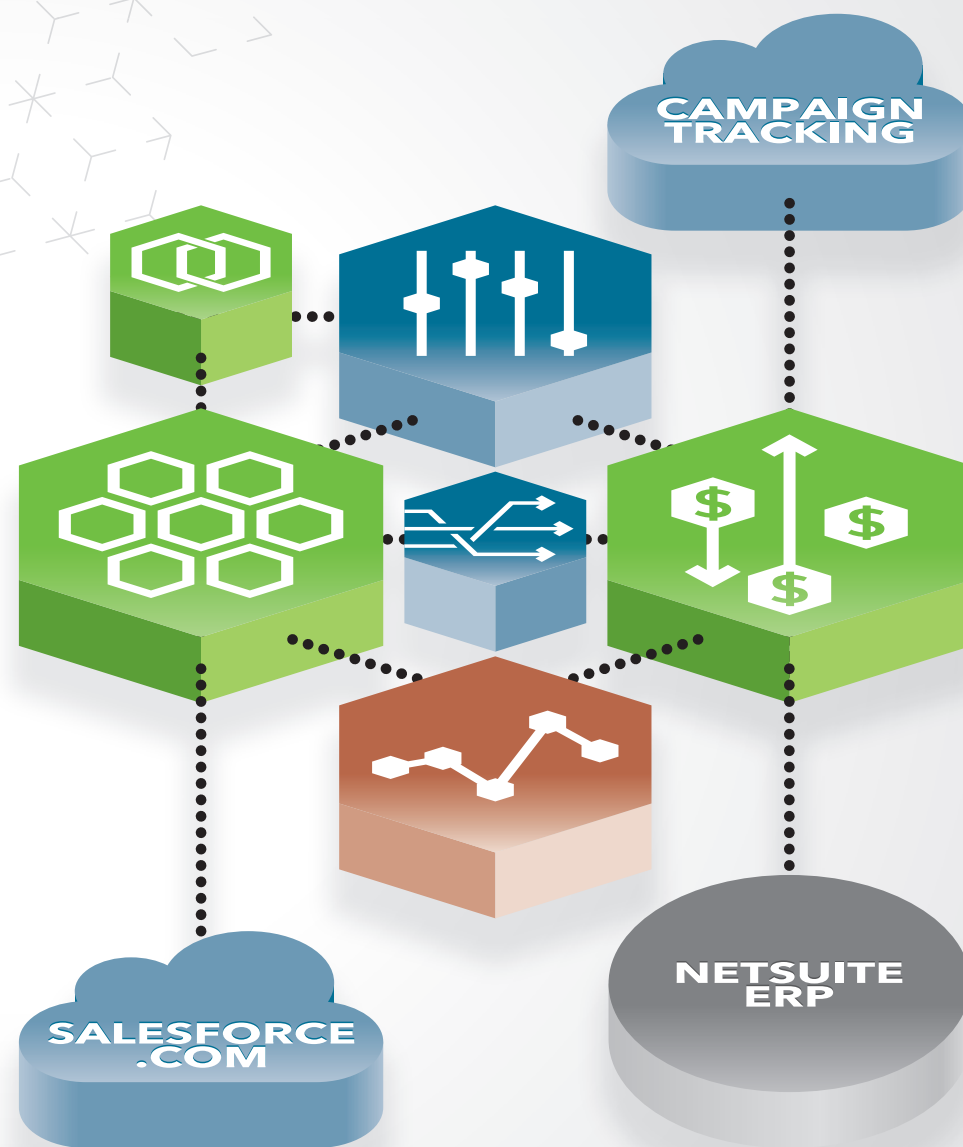
Our challenge was to ensure that teams across the globe had access to relevant data, in their local currency. In addition, we needed to provide senior users with a real-time snapshot of global budgets. Corporate marketers needed to be able to plan global campaigns from head office and disseminate this information to marketers in the field. And, channel partners needed to collaborate with local marketing managers on activities using Market Development Funds.

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Our solution: Q:be

We delivered a multi-programme marketing planning and management portal, which integrated fully with our client's global branding, their ERP system and Salesforce.com campaigns. Features included:

- ◆ A slick planning interface, enabling easy data entry, editing and approval
- ◆ Programme budgets and balances available to the entire team - from marketers to senior managers, VPs and the CMO
- ◆ Regular reports and data extraction for budget tracking and spend analysis
- ◆ The ability to turn campaign plans into purchase requests in just a couple of clicks
- ◆ Purchase requests and receipts synced with our client's corporate procurement system
- ◆ All communications, files and agreements accessible in one centralised place - reducing the exchange of emails and spreadsheets



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Measuring success

Q:be has revolutionised the way our client plans and manages their marketing. Budgets are now updated in real time, enabling marketers to maximise every penny, and senior staff use the data provided by our system to track the performance of their teams. In addition, the processes involved in payment approval have become more efficient, streamlining the payment of partner invoices. Data reporting, in combination with the client's own business intelligence software, has delivered a deep, multi-dimensional understanding of the business.

The company is now better able to respond to new opportunities, collaborate with their partners and adapt plans to deliver the best return on their marketing investment.



Transforming marketing control.

Our software helps organisations like yours to deliver against their marketing strategy more effectively. It connects the right people together with the right data to provide clarity and insight; improving performance and accountability in the process.

As a company we believe in the transformative power of software and we seek to build productive and powerful relationships with our clients along the way. A collaborative approach helps to explore possibilities as well as probabilities.

If you'd like to find out more, the channels are open ...

Q:chi

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