



Channel Partner Management

ACQUISORY

Breakthrough performance requires a unique combination of innovative thinking and disciplined follow-through. Remaining productive, staying competitive, and enjoying continuous improvement means making the best, most informed operational decisions in a timely manner.

Your Needs

- Smooth and efficient management of a large base of marketing and channel partners.
- Cost effective and time saving, handling of all marketing programs and initiatives including program incentives.
- A documented standard process with adherence to audit guidelines.
- Elimination of errors in computations of marketing spend and program incentives.
- Reduction in turnaround time (TAT) for payout to the channel partners.
- Closure of old escalated cases.
- Meaningful and regular reporting.



Value Delivered

- Satisfied base of marketing and channel partners; minimising dissatisfaction in the channel with a reduction in TAT to 15-22 days.
- One point contact for the wholesaler and reseller queries.
- Efficiencies in the system of claims processing based on best practices.
- Minimising audit exposure through risk assessment; adherence to audit/internal control guidelines.
- Minimal time and cost investment to the Company.
- Clearance of old escalated cases and marked reduction in such cases.
- Modifications/ improvements in processes as required; reliability of accounting estimates.
- Regular reporting.

Case Study

Our team has set up and managed the outsourced operations to manage the channel partners for one of the largest IT products company in the world for 6 years, focusing on implementing processes for their marketing activities like schemes, reseller programs, wholesaler programs, computations, disbursements, review and troubleshooting at a cost of < 1% of total marketing spend.

Management of growing channel partners

- We successfully managed the partner base which grew from about 600 to 3,500 in the span of 3 years. We were the one point contact for the entire base. This included carrying out reconciliation exercises to close old claims.
- Professional and efficient management ensured that the company did not have to invest time and resources.

Turnaround time was as high as 60 days

- TAT was reduced to 15-22 days from receipt of claims for all programs. This was across all programs
- TAT was reduced along with ensuring that the computations are accurate, by cross check of the program calculations .

Failure to clear the internal audit

- Set up a detailed and auditable process for management of marketing claims, which ensured that the company cleared all audits.
- Monthly reports were shared with the parent company and interaction with the internal auditors for clearing the audit.

About Acquisory

Acquisory has been founded in 2010, by highly credentialed and experienced professionals from PricewaterhouseCoopers, Arthur Andersen, Ernst and Young and Protiviti Consulting. The management team represents extensive experience in specialized services across Operations & Risk Consulting, Financial Accounting, Audit and Process Reengineering.

We have an in-depth understanding, of the dynamics of business, operations, processes, accounting, and necessary skills to blend practical business & commercial insights, to identify effective solutions to all business problems. We partner with our clients through the entire business continuum from identification of the problem, to solution, to implementation and continuous review.

We currently have offices in Delhi and Mumbai. Our professionals work together with senior executives to significantly help improve the performance of their businesses and to choose the right course of actions, merging executable strategy, operations and technology.

Solutions For Growth

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