Analytics in Action

The Challenge

The Client, one of the leading IP-based networking technology manufacturers, 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?

The Solution

Vistex created models utilizing POS, participation, and profile data to gauge how effective each component made on predicting service bookings. The results

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

of the study enabled Vistex to identify nine of the nearly 20 programs and tools that were most effective in driving increased partner engagement and elevated sales.

The data and model 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

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 will help 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.

> The scorecard was used by the client's sales team to encourage partners to participate in programs that drove sales

spectrum of partner types.

The most critical aspect of the effort was leveraging the findings to create a partner scorecard for each partner type that measured the programs in which they were participating against the ones that were 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.

The Results
The Client implemented the new scorecard and began using it during the final quarter of 2011 and are still using it today.

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