

BACKGROUND

Lenovo wanted to increase MDF activity while maintaining a high level of compliance.

They asked bChannels to increase utilisation of marketing funds and provide transparency while demonstrating a clear ROI.

SOLUTION

Program Enablement

Allocated funds quarterly in 16 countries.

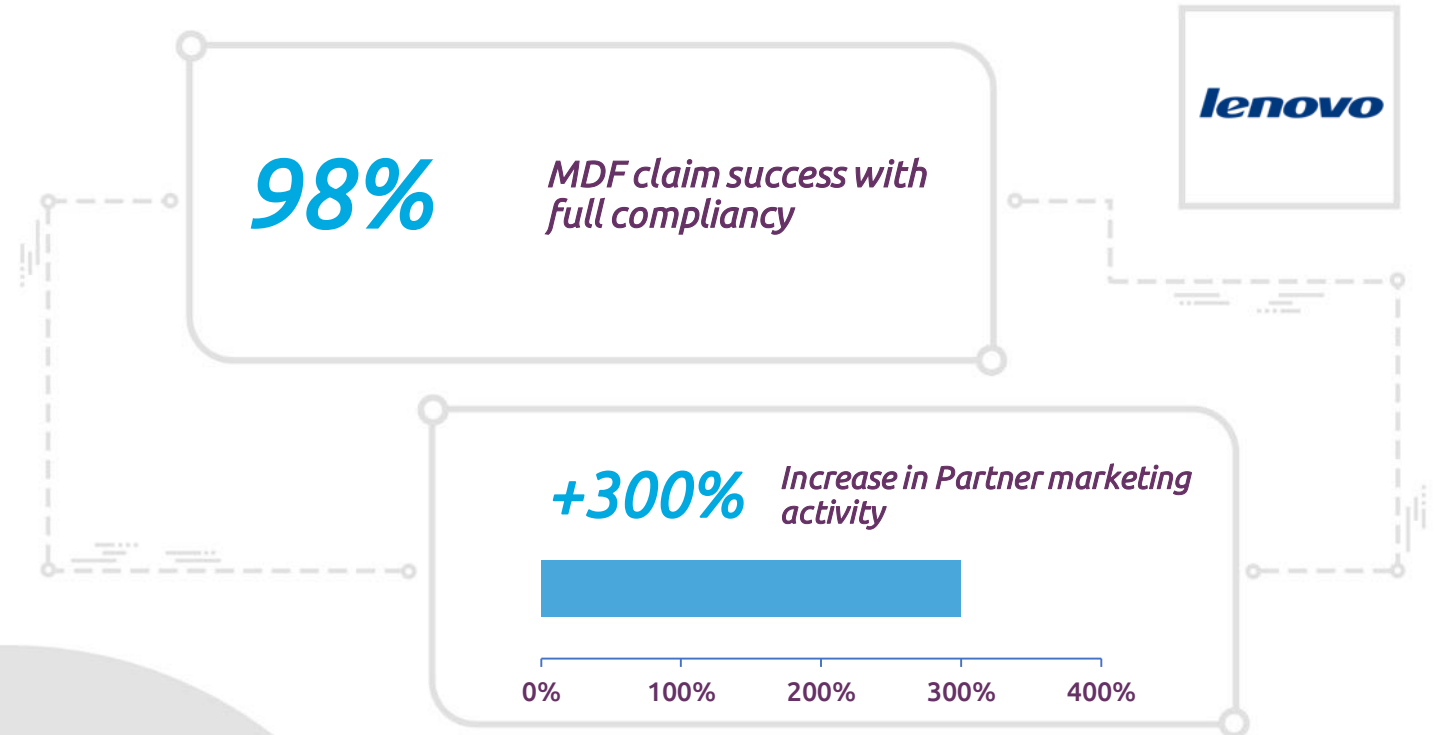
Reviewed partners' financial and strategic marketing plans. Educated partners and conducted activity compliancy checks.

Provided Proof of Execution (PoE) auditing and claim validation.

Analysed country and partner ROI per activity.

RESULTS

CO-MARKETING FUNDS MANAGEMENT EMEA A CASE STUDY WITH LENOVO



bChannels have proven to be one of the best agencies we have ever worked with. Their approach and method of working has seen them become virtually in-house in many respects. I cannot recommend them highly enough."

*Tom Heritage,
EMEA Marketing
Operations Manager*