

BACKGROUND

Dell EMC wanted to increase marketing support to its' second-tier partners in EMEA.

Dell approached bChannels to deliver a program that would drive more marketing campaigns from MDF budgets and show a direct ROI from the activities.

SOLUTION

Partner Based Marketing

Managed over 300 Titanium, Platinum, and Gold partners in 15 EMEA countries speaking eight languages.

Managed MDF budgets for all partners with tracking and ROI dashboards.

Provided a single point of contact for planning and campaign execution.

RESULTS

OUTSOURCED PMM PROJECT A CASE STUDY WITH DELL EMC

