

## BACKGROUND

1 Symantec was struggling to grow revenue for security and back up solutions.

2 They asked bChannels to design and set up a deal registration program to be run worldwide, to drive pipeline and close sales.

## SOLUTION

### Automation & Efficiency

3 Designed and set up the Margin Builder program using our bChannels platform.

4 Automated, instant, upfront discount provided to Symantec partners

Program insights, best practice and benchmarks from experience to provide efficiencies to Symantec and partners

## RESULTS

### DEAL REGISTRATION A CASE STUDY WITH SYMANTEC

**50,000**

*Deals registered each year in the program*



*Our solution increased efficiency from a*



**2** days task down

to a **2** minute approval



**“***The Margin Builder program has been hugely valuable for Symantec, driving new business and channel loyalty.***”**

*Paul Lyden, Director Worldwide*

**“***We have recently opened the tool in APAC. We have seen closed deal values increase dramatically.***”**

*Tien Lui, Director APJ*