

BACKGROUND

SAP needed to create a seamless marketing concierge system for all partner campaigns.

They required an approach that would leverage their wide network of marketing agencies and Partners on multiple SAP platforms.

SOLUTION

Marketing Enablement

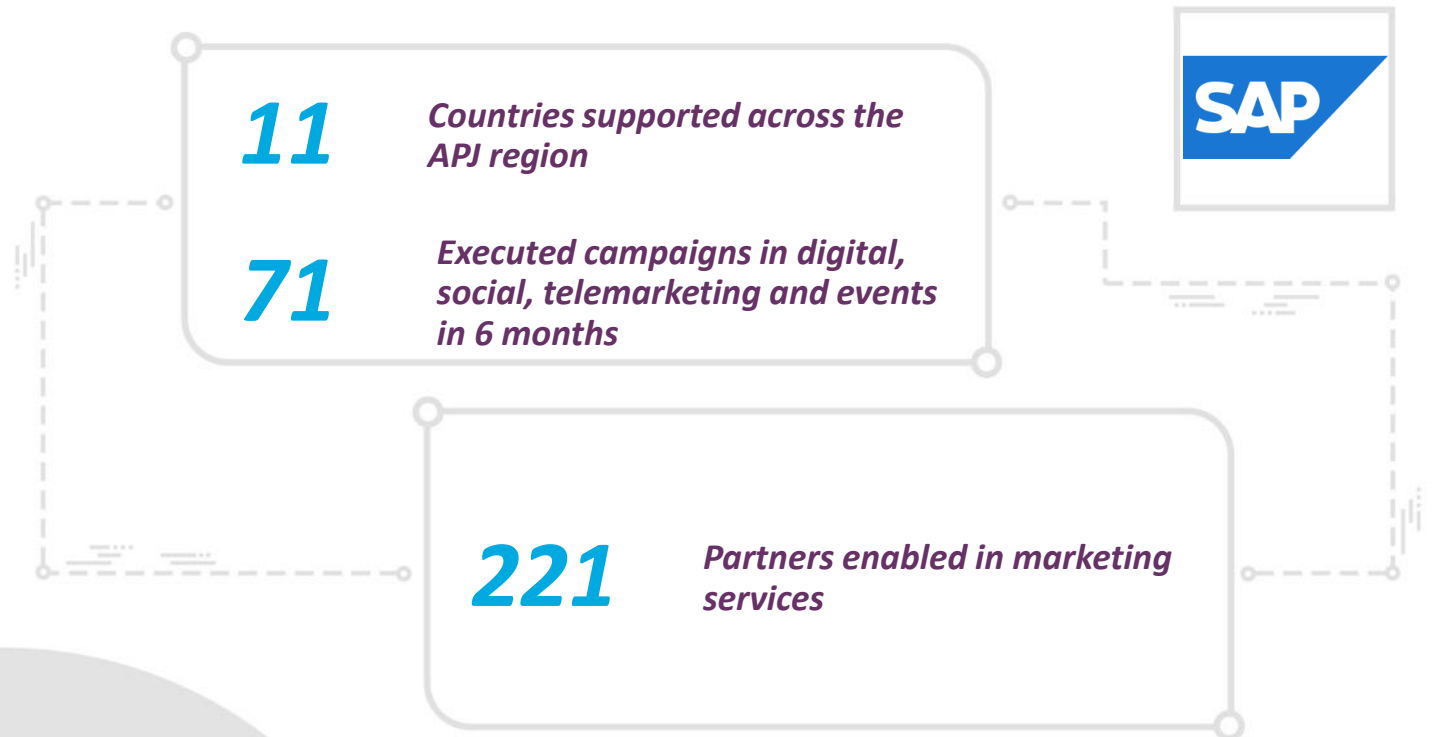
Scored marketing agencies based on campaign execution capability.

Conducted regular evaluation and development reviews.

Enabled partners to utilise the SAP marketing platform and engaged to generate new leads.

RESULTS

MASTER AGENCY FOR MARKETING SERVICES A CASE STUDY WITH SAP APJ



Thank you so much for your help in covering everything and managing different stakeholders for such a big organization"

*Calin Mirea,
APJ Channel Team*