

Sony Connect2 tool Partner Marketing

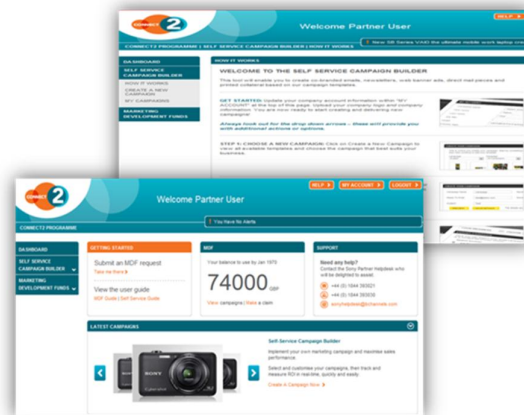


Overview

bChannels has recently deployed an on line tool for Sony, combined with back office process support, to manage partner marketing. The project delivers functionality for partners to claim marketing development funds, as well as the tools to allow partners to download and customise marketing assets. It is a full partner marketing solution leveraging our own partnermarketing.com software solution.

Sony Connect2 tool

The Connect2 tool was created to allow partners to have a structured and managed process to deal with MDF claim funds and to create branded marketing campaigns.



1.1 Marketing Development Funds

The Marketing Development Fund tool (MDF) was created to set up a formal process to manage MDF approval and fund reimbursement for the partners.



1.2 Self-service Campaign Builder

The self-service campaign builder tool was created to allow the partners to access and deploy appropriate campaigns, relevant to their business. This tool allows partners to confidently create branded campaigns on new product launches as well as use assets to incorporate into their own campaigns.

For more Information

Check out our website at www.bChannels.com or contact Matt Rowland-Jones on matt@bchannels.com.