

bChannels Experience and Expertise Marketing Fund Management and Deal Registration



Who We Are

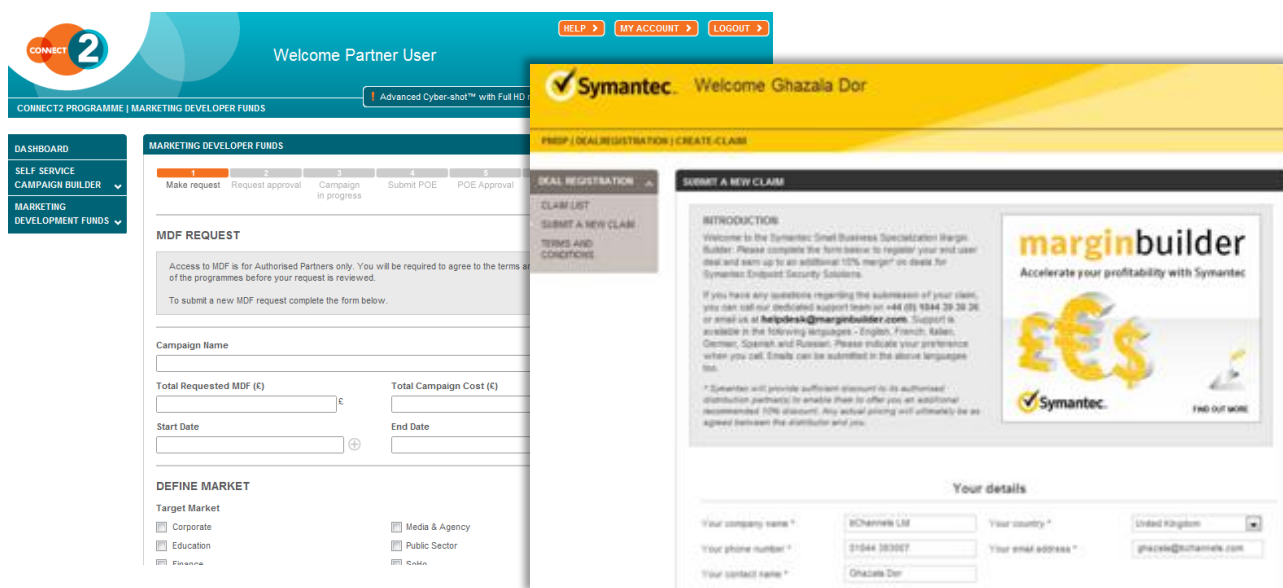
bChannels is a specialist in the development and optimization of routes to market and channel engagement process for global technology companies.

Marketing Fund Management

bChannels manages marketing fund approval and disbursement for a wide range of clients, including Lenovo, Sony and VMware.

We offer our own portal tool to allow partners to submit claims and monitor payments, but we also work happily with our clients' own systems – like Salesforce.com - where this is more appropriate. Some of our clients use our portal tool as a front end to their own systems, with back end process integrated to minimise data transfer.

We provide fully compliant audit and payment process, with a multi-lingual helpdesk team to deal with partner enquiries. If needed, we can lift the entire administration process from you, including claim, audit, payment and reporting. The screen shot on the left below shows our portal tool in use for Sony Connect 2, a European project.



Deal Registration

As with fund management, deal registration process can represent significant admin workload for our clients. bChannels offers a combination of portal tool and back office process that allows our clients to effectively outsource.

For Symantec Margin Builder, used as an example on the right above, partners register a deal on line using our tool. bChannels carries out the checks required to approve a deal - qualifying partner, qualifying customer, new deal, etc. - and accepts or rejects the claim. We then manage the deal registration pipeline against sales data to flag and pay deals that close. The portal and processes are fully multi-lingual.

For more Information

Read more about our portal tool at www.partnermarketing.com.

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