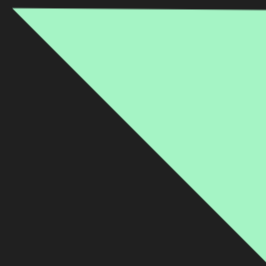
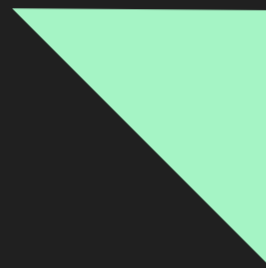


AXIMPRO



USE CASE

INGRAM MICRO „FLY HIGHER“ CISCO-PROGRAM

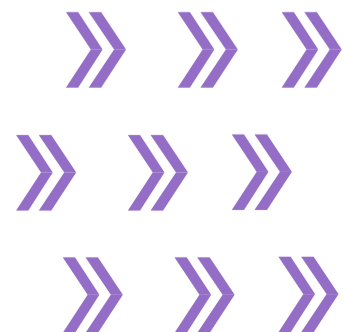


CISCO-PROGRAM

INGRAM MICRO „FLY HIGHER“

Ingram Micro wanted to increase sales of Cisco products through existing partners and were looking for an all-round solution provider to help them achieve the outcome they desired and fast. Familiar with Aximpro's expertise in devising targeted growth strategies, Ingram Micro asked Aximpro to create a solution that would produce measurable results within six months. This was accomplished through the ChannelValue-based "Fly Higher" platform, which facilitated communications, sharing of knowledge, and the creation of an incentives program. Ingram Micro enjoyed a successful flight: the company had exceeded all Cisco targets for these six months.

One of Ingram Micro's most important supplier partners is Cisco, but it had become apparent that sales figures for resellers of three distinct types could be improved. The three main types included those where there was scope for classic upselling as they were already selling products in one category but not another. These were further divided into two smaller groups according to their current position. Then there were 'dormant' clients, who may have bought Cisco products via Ingram Micro in the past but not within the past six months, and clients who could be encouraged to sell products in a particular product group.



SOLUTION

Working in cooperation with Cisco, Ingram Micro wanted to push sales among these reseller groups and to achieve measurable results within six months of the program. They needed a platform that could be used to educate resellers on the products, increase motivation and identification with the brand, and incentivize sales of Cisco products specifically through Ingram Micro.

KICK-OFF

The project ran completely on schedule, with the incentive running for six months from January to the end of June and a quick set-up and on-boarding period of only three months.

Designed to work as a visual extension to Cisco's existing Fly Higher campaign, the Fly Higher platform, based on ChannelValue® software, was conceived to boost Ingram Micro's sales of Cisco products across the three distinct reseller categories with three key objectives: upselling and crossselling products in new categories, reactivation of dormant clients, and targeted selling of a particular product line.

Resellers had access to a fully customized version of the ChannelValue®, branded as Fly Higher.

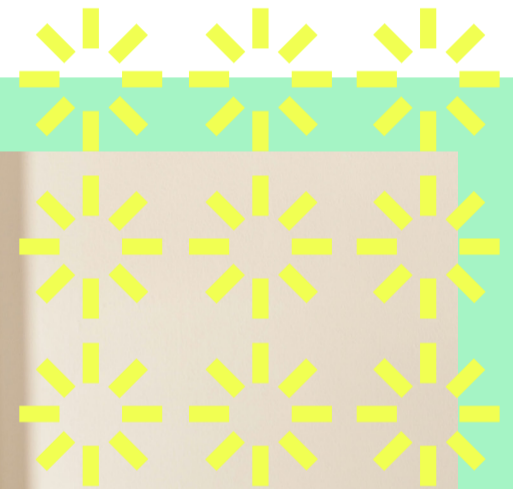


PROCESS

Working in close consultation with Ingram Micro, Aximpro devised an appropriate strategy to achieve their various objectives and then defined the functions of the portal and logic of the incentive program accordingly. Aximpro then used the ChannelValue® software to create a dedicated website in the look and feel of Ingram Micro and Cisco, completely customized to Ingram Micro's needs and using the invitation, communication, and reporting modules.

To keep things simple at an administrative level and to boost loyalty to Ingram Micro as the preferred Cisco reseller, the chosen incentive program would be based not on bonus points or additional rewards, but credit notes that could be applied to future invoices for purchases from Ingram Micro. Aximpro would handle the administration of the incentive, receiving data and communicate the respective results to Ingram Micro accordingly. Going further, it could be used as an information hub providing access to marketing materials, online training, webinars and other resources from Ingram Micro. Aximpro then used the ChannelValue® software to create a dedicated website in the look and feel of Ingram Micro and Cisco, completely customized to Ingram Micro's needs and using the invitation, communication, and reporting modules.

In addition to that, Aximpro assisted Ingram Micro in reviewing existing agreements and creating the terms and conditions of the incentive program. Aximpro also offers full localization capabilities where required, and while no linguistic localization was needed in this case, exchange rate tracking was included to allow easy translation of multicurrency transactions using USD as the base currency.





RESULTS

The project was done in the planned time-frame, which means that the bonus-program endured six months, from January until end of June. The entire project was implemented within just three months from start to finish.

After a smooth project run, Ingram Micro was delighted to realize all objectives from Cisco. Resellers made particularly good sales in the new product categories, while the project as a whole helped to increase resellers' commitment to Ingram Micro, as evidenced in increased order volumes and interaction with the company.

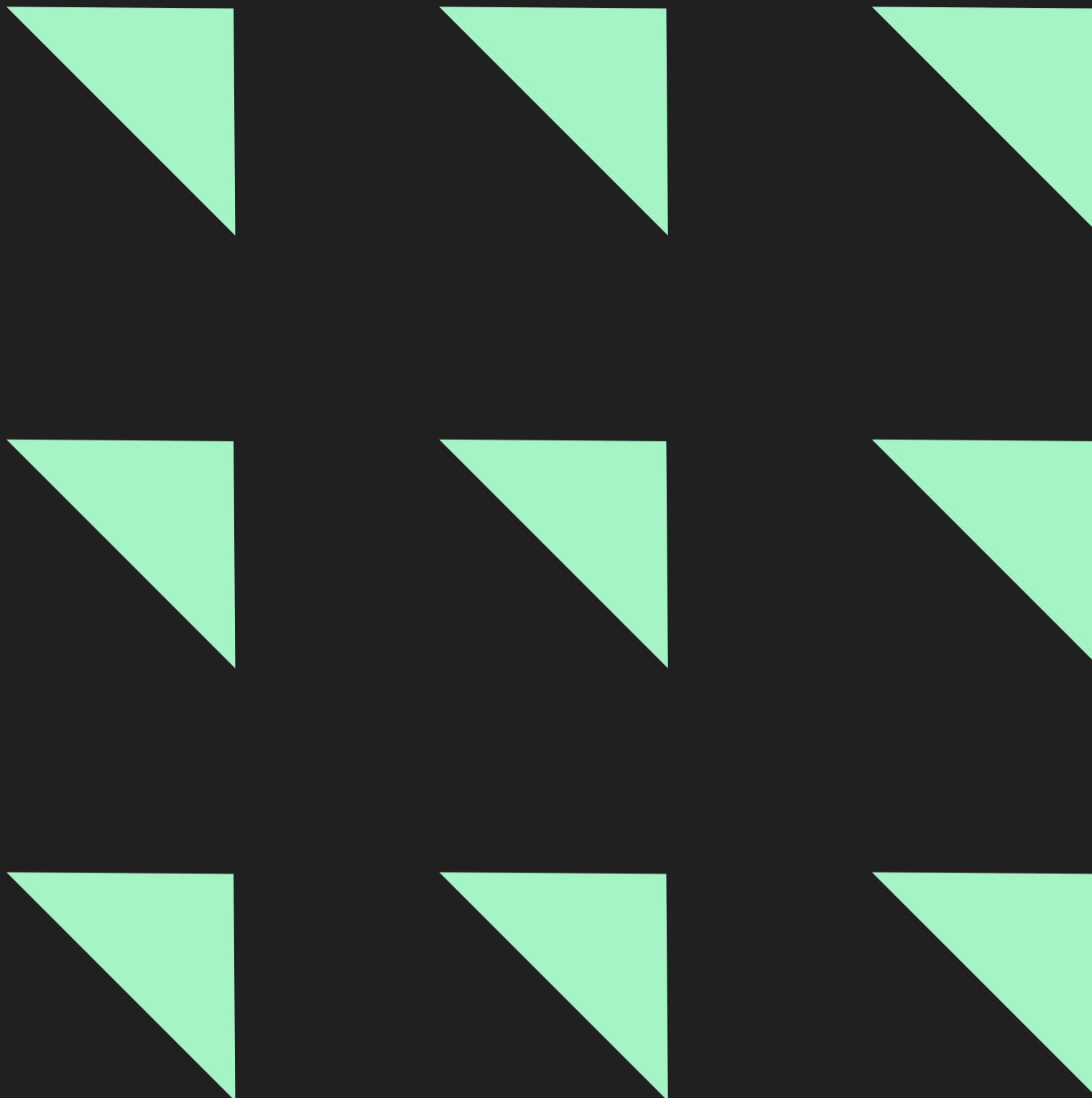
RESULTS

Newsletters delivered through the communications module saw a very good open rate of 35-40%, and communication between resellers and Ingram Micro was widely reported to be very positive. While somewhat unquantifiable, we also suppose that loyalty and engagement in the resellers' relationship with Ingram Micro has increased.

The fee for the project was charged on a SaaS basis, and Ingram Micro had the flexibility to expand, extend, or cancel the project at any time thanks to Aximpro's flexible pricing model.

„INCENTIVE PROGRAMS ARE QUITE EXTENSIVE AND INVOLVE A LOT OF WORK. AXIMPRO'S HELP SIMPLIFIED THE PROCESS AND ENABLED US TO IDENTIFY AND ON-BOARD THE RIGHT PARTNERS.“





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