

EMC uses arcplan solution to increase productivity in partner organization

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Johannes J. Pape, Project Manager, EMC.



INDUSTRY

- IT

SOLUTION

- Productivity and efficiency increases in partner management
- Targeted partner management through better and more comprehensive information
- Partner rating option

COMPANY / COUNTRY

- EMC / globally

REQUIREMENTS

- Simple, effective information management
- Fast, flexible information management

SOFTWARE

- arcplan Enterprise
- Microsoft SQL-Server 2000

USERS

- 300 users worldwide

BENEFITS

- Cost reductions
- Detailed information on partner companies and their co-workers,
- Specific reports and investigations concerning partner status / organizations
- Register of accreditation stages or partner's sales data
- Information on partner rating

EMC is the world-leading developer and provider of technologies and solutions for information infrastructures. The IT manufacturer supports companies of every size in managing growing information volumes – from creation to deletion of data in accordance with information lifecycle management strategies (ILM).

Within the EMC partner organization information exchange is particularly difficult in the EMEA area. Data exchange took a lot of effort and numerous demands were made of the system. With the help of arcplan's Performance Management software, a repository emerged, in which

- all the relevant information on a partner was consolidated, so that it
- targeted partner management and
- higher process flexibility was achieved.

Decentralized solution obstructs complete overview


The EMC partner organization had set itself the goal of being able to manage and use information simply and effectively, in order to increase its added value, while at the same time reducing costs. Channel Partner Database (CPDB), which was used by the partner's account managers and technical consultants, was deployed to accomplish this.

CPDB contained decentralized partner information by region or country. Additionally, 50 different steps or queries were necessary to enable the exchange of information. The challenge in this system was that it lacked a complete overview of market goals, expertise and sales of EMC's partner products; it was just as difficult to manage and support partners' sales campaigns. Information exchange in the partner organization was totally time-consuming and cost-intensive.

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Standardized system with arcplan Enterprise

To increase productivity, EMC decided to dock Channel Partner Database, in which all relevant information on partners was consolidated. Hitherto, this information was collected and maintained individually, allowing only limited access for management and other partners' account managers.

Although a dedicated solution was not deployed, the organization initiated an Oracle-based parallel development, which is still in use today. Data capture and preparation for the migration to Oracle were the main reasons for seeking a new solution. In the fourth quarter of 2004, EMC partner organization commenced the project to remedy the deficit. Project completion was forecast for the second quarter of 2007 and was also achieved in that timeframe.

Advantages of the new solution

The CPDB today displays a central data pool for all partner information. As a Web-based program it is accessible region-wide. Around 300 co-workers, with five to eight simultaneous users, work with this application. The user interface allows the user to access information related to branches, contact details, sales and further information. The repository contains over 2,500 partners and around 20,000 sets of contact details at present.

In the solution overview, the advantages are clearly recognizable:

- collection of detailed information in partner companies and their co-workers,
- list of partners and their profiles,
- development of specific reports and inquiries regarding partner status or supporting organizations,
- register of accreditation stages or partners' sales data.

An important project goal was the integration of a partner-rating tool to gain a detailed profile of the performance and commitment of partners. This goal was successfully imple-

mented with arcplan Enterprise.

Channel Manager gets a practical view of partners, recognizes strengths and weaknesses with regard to performance and assists strategic or operational decisions. The management of partner companies themselves profit from improved efficiencies. Finally, this leads to an increase in the commercial success of EMC and its partners.

The project ran until 2007 and the current position shows data transfer to Oracle as complete. Practically all the original data is kept in Oracle. Reports like partner rating, accreditation and sales still come from CPDB. The existing functionalities are maintained and operated in arcplan Enterprise until they are transferred to Oracle.

The expanded deployment of the arcplan solution is evaluated by EMC internally. Johannes Pape: "There are different areas of partner management, like, for example, partner marketing in current campaigns, events and further training provision, or linking to the partner marketing database, as well as others that are not yet included in the global CRM. I can see this happening with arcplan Enterprise."



arcplan Information Services GmbH

arcplan is a vendor of Enterprise Performance Management software and services that enable cost-effective, cross-functional performance management with real-time data access. Founded in 1993, arcplan supports more than 2,500 customers and 300,000 users worldwide.

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