

Partner
recruitment
and registration
management:
EMEA



Summary

4 years. 7200 new partners. €78 million in new business. And we are still going.

Since March 2012 purechannels have carried out a campaign of new partner recruitment and registration management for Fujitsu's EMEA Channel. This has generated a total of 7200 new partners, of which 3370 (47%) are regularly transacting. These 3370 new partners have produced approximately €78 million in new business revenues for Fujitsu.

This project is ongoing and we continue to provide Fujitsu with daily support and weekly reporting.

In 2012, Fujitsu came to us as they were struggling to co-ordinate a consistent way of recruiting new partners into their reseller channel across EMEA.

With the clear objective of recruiting new partners, building channel breadth and reducing partner attrition across its EMEA partner base, Fujitsu appointed purechannels in 2011 to provide support for a partner recruitment and re-engagement drive across Europe, to launch in March 2012.

purechannels combined an integrated campaign, put in place an easier way for new partners to register, managed the registration process, created an environment where new partners would receive all the information they need, provided various tactical elements and still continue to provide daily partner registration management and ongoing support today.

In Short:	
Program inception:	March 2012
Total partners registered via the program:	7200
Number of partners transacting:	3370 (47%)
Overall revenue with those partners:	Approx. € 78 million
Total combined cost to Fujitsu:	Approx. £300,000
ROI to Fujitsu:	260 x campaign cost



Marketing position before our marketing idea was developed

Fujitsu found it difficult to co-ordinate channel partner recruitment across EMEA and really wanted to provide something centrally that would standardise the process of recruitment of new and re-engagement of old partners.

There was no consistency across the countries, activity was sporadic and therefore this inconsistency was not delivering the results that the EMEA team at Fujitsu wanted.

One major issue was that the registration form/process for any new prospective partner was longwinded and 'painful', thus negatively affecting the number of registrations.

Fujitsu wanted a way of recruiting new and re-engaging past partners that would maximise new partner registrations, provide a straight forward on-boarding process, incentivise new partners to transact and have minimal impact on their existing internal resource.

Details of the new strategy, what we did and why it was innovative or special to Fujitsu

Fujitsu wanted to increase the size of its channel partner network, by revitalising dormant partner accounts and also by recruiting new channel partners.

The recruitment part.

The recruitment project focused on a combination of print and online advertising, targeted emails, new landing pages, and telemarketing, all spanning France, Italy, Netherlands, Poland, Spain and India.

Working hand-in-hand with Fujitsu's existing brand agency, we developed a core, targeted email campaign— each written for specific partner types, supported by print/ online ads and telemarketing scripts.

Once new prospect data was obtained, we delivered all emails via Fujitsu's existing email marketing provider and conducted the telemarketing for a number of countries whilst Fujitsu's existing telemarketing agency called in the others.

We recognised that the existing partner registration process was somewhat complicated and not very user-friendly. As a result, we built a new branded landing site for them, with a new partner registration page to 1) tie in with the overall campaign theme and 2) make it simple for partners to register with the Fujitsu SELECT Partner Program.

The landing site essentially mirrored the web identity of Fujitsu, but is all managed by purechannels. Once a partner registers using 'our' registration page, we then manually transfer those details to the central Fujitsu form so that it registers with them centrally on the Fujitsu systems. We send a report to every country each week with the new registrations recorded. They then approve or reject the registrations and we commence a trail of on-boarding, new partner welcome emails.

Our own proprietary email marketing platform delivers a series of 5 emails, to each new partner. Each email in the series is triggered based on the partner opening or clicking on an email. This maintains engagement momentum, educating partners about the Fujitsu resources available to them and driving them to sell. If there is no interaction with the partner, we track that also and trigger reminder emails too.

The 'win back' part.

The other part of the campaign involved targeting 'dormant' partners in a 'win-back' campaign with the objective of encouraging them to become more proactive with Fujitsu.

In order to re-engage dormant partners we needed to make sure we had the right data. So, initially we helped Fujitsu to analyse, cleanse and segment its existing partner data based on known sales behaviour. We wanted to deliver a very relevant message, so we identified dormant partners, assessed their sales history and contacted them using a targeted email campaign. These targeted emails were then followed up by a period of telemarketing to re-engage the partner.

Again here, we integrated with a number of Fujitsu's incumbent digital media, marketing and telemarketing agencies. We worked closely with them to align the partner proposition with the campaign creative concepts, and also worked

with Fujitsu's local teams to develop messaging which targeted both a business and technical audience within the target partners.

The management part.

Since this initial recruitment and 'win back' activity purechannels have recruited and managed the ongoing registrations of new partners across a total of 16 different countries, with 4 more coming on board this year. We have revamped and relaunched the Fujitsu registration page – in line with corporate brand changes – to keep the pages fresh and up to date.

Additional information

Since launch in March 2012, we have provided Fujitsu with a stable, robust, flexible platform for registering and managing the registrations of thousands of new partners.

After the initial campaign, we still provide a daily registration management service which includes weekly reporting on every registration made, across every country.

We have also provided timely tactical activity such as a partner promotional video, digital product brochure, social media campaign assets, brochures, event support, all of which is localised in multiple languages, as required.

After the initial launch/recruitment/re-engagement campaign, we worked with Fujitsu to help establish their own in-house department to carry out recruitment activity. So whilst they took over responsibility for the recruitment from 2013, we have continued to provide registration management support. It transpires that their in house efforts have not been as successful as ours so we are currently in discussions to bring this back to purechannels.

Our simplified, co-ordinated approach has resulted in the recruitment, registration and on-boarding of more than 7200 new partners across more than 20 countries in just under 4 years. We understand that of these 7200+ new partners, there are around 3370 who are regularly transacting and to date have accounted for more than €78 million in net new business revenues.

Such has been the success of this long term EMEA activity that we have recently (November 2015) been appointed to carry out new partner recruitment activity with Fujitsu USA for 2016.

Client Testimonials

"We were immediately impressed with how purechannels recognised what we needed and efficiently dovetailed into our own resources, and existing recruitment methodologies in order to implement a sound recruitment process built upon a state-of-the-art marketing concept. The results are incredible. We consider purechannels an extremely valuable, reliable partner who have delivered consistent results for us, time and again, over a number of years now."

Veerle Limbos
Vice President
Global Channel Business at Fujitsu.

"purechannels is a very flexible and responsive partner who is a perfect example for ease of doing business. We have always been pleased with their pragmatic and professional approach on taking on and delivering to the various recruitment related projects and challenges we have asked them to support us with in the last four years."

Emmanuel Archer
Director, Channel Development Programs
Global Channel Business at Fujitsu.