

Global Marketing Enablement



DRIVING MARKETING PLANNING AND EXECUTION

Avaya asked The Channel Company to increase usage of partner marketing assets to help small partners drive demand.

We established a team of marketing specialists for small business who advise partners on marketing campaigns.

We delivered marketing campaign bundles with and thru partners to accelerate marketing outcomes.

ADDITIONAL PLATFORM AND PROCESS SUPPORT

Providing advice to partners on MDF rules and activities eligible for MDF funding to ensure a smooth process for approvals and payment via Birch.

825%

Increase in Marketing Tool Usage

280%

Increase in Partners Running Campaigns

“The Channel Company has made a huge difference to our engagement with SMB partners.”

— James Sengenberger, WW SMB Channel

“Partners say we need more people like this marketing team. They do a great job.”

— Rafael Vicent, Avaya Spain

