

# CASE STUDY



## INSTANT INCREASE IN OEM ATTACH RATE: Partnering Up to Deepen Channel Engagement and Brand Loyalty



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Partnering Up to Deepen Channel Engagement and Brand Loyalty

## CHALLENGE

A software company, whose brand is known around the globe, was experiencing a decline in their channel engagement, which was negatively impacting their OEM attach rate. The company needed access to an engaged channel sales force that would lead with their software brand and actively work to improve attach rates. They also needed an engagement solution that would educate the reps on their products, make sales claims simple, and enable promotions and incentives to drive revenue.

## SOLUTION

The software company joined ChannelAssist's Alliance Partner program, which enabled them to partner with a household name in computer hardware. Going forward, channel reps were incented to attach the company's software to their hardware sales. The solution leveraged ChannelAssist's promotion builder, sales claiming tools, communications features and education center. Plus, ChannelAssist's multi-tenant reporting and financial services ensured the software company had full visibility into the performance of their program activities.

## RESULTS

As an Alliance Partner, the software company has gained direct access to an existing and highly engaged channel sales audience. This has resulted in an instant increase in their OEM attach rate and has improved their channel visibility, engagement and performance. It has also strengthened their relationship with the program sponsor.

ChannelAssist provides end to end development and management of channel engagement programs. Since 2002 we have helped companies from mid-size to enterprise increase channel revenue by optimizing sales rep engagement and visibility. For more information, visit [www.channelassist.com](http://www.channelassist.com)



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