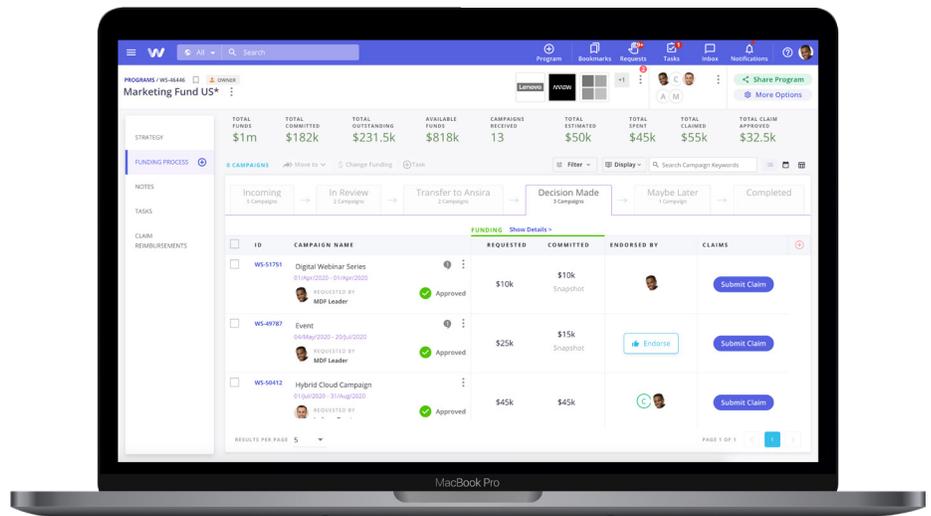


# Increase Funds Utilization and ROI

with Market Development Fund Programs on WorkSpan

*"With WorkSpan, we've increased program funds by 22% and campaigns managed by 62% with no increase in headcount."*

**-Joan Richards, Director, Global Alliances and Partner Marketing, Red Hat**



Marketing Development Fund (MDF) programs are partnering motions where companies give to or receive funds from partners to perform specific marketing, sales, and solution-building activities.

Today, MDF programs face many challenges: funds frequently go unused, processes are inefficient and opaque, campaign execution is disjointed and difficult to manage, performance and ROI is tough to measure, and program owners rely on a patchwork of disparate systems consisting of spreadsheets and various finance and marketing tools.

It's little wonder why sales and marketing opportunities are missed, revenue is lost or delayed, partner experience and relationships suffer, risk of accidental data leaks of sensitive budget and funding information is high, and compliance and auditability challenges are common.

Fortunately, it doesn't have to be this way. Introducing WorkSpan Ecosystem Cloud--a fundamentally new and modern approach to executing MDF programs with partners.

## MDF Transparency, Accountability, and Auditability has Arrived

WorkSpan is a modern collaborative platform for connecting with your partners and managing your MDF programs from end-to-end. With WorkSpan, the funding process is clear and transparent. Program owners, participants, and stakeholders have a single interface for fund and claim management, with clear views of fund availability, and request and claim status.

Program owners are able to easily solicit campaign proposals, share content, coordinate funds requests, manage claim reimbursements, and achieve compliance standards. And, partners are able to easily propose campaigns, receive funding decisions, and submit claims.

Because WorkSpan is built on a network of peer companies, each partner on the network can be both a provider and a consumer of MDF funds. You're even able to combine multiple partners' MDF funds to

**800%**

growth in MDF funds

**6**

workflow steps eliminated, reducing campaign cycle times by 75%

**62%**

increase in campaigns managed, with no increase in headcount

## Solution Brief

"There's much less business friction. WorkSpan has become the go-to platform for all of our alliance teams."

—Bret Dayley, IHV Alliance Marketing Lead, SUSE

create a fund pool that's consumed by one or more partners executing joint marketing campaigns.

### Digitize Fund Processes from End-to-End

Whether accepting or offering funds, WorkSpan digitizes the complete funds management process and lifecycle, helping you and your partners stay informed, aligned, and working together to optimize resources and efforts.

Software vendor Red Hat drives joint go-to-market initiatives with both ISV and channel partners via their MDF program. Their program was highly manual and complex, with multiple Word doc forms, emails, and spreadsheets, and the team was experiencing significant challenges managing payment reconciliations.

By digitizing their MDF program on WorkSpan, Red Hat eliminated 6 steps from the manual workflow, reduced campaign cycle times by 75%, and grew campaign volume by 62% and funds managed by 22% with the same resources and headcount.

### Measure MDF ROI and Increase Business Impact

With WorkSpan, program owners can easily measure, track, and report on fund requests and approvals, fund distributions, campaign status, campaign performance, and claim reimbursements across regions, partners, and initiatives.

Open-source software leader SUSE drives joint revenue with their key IHV partners including Cisco, HPE, Fujitsu, and Lenovo through MDF programs. Their challenge? Up to two-thirds of program funds weren't being utilized, resulting in missed joint sales opportunities and negative consequences for topline business contribution.

After implementing WorkSpan, MDF utilization quickly jumped to over 90%, where it has remained for over three years, and SUSE's WorkSpan goals dashboards have helped the team to better understand, plan, and execute critical revenue-driving partnering strategies.

### Meet Compliance and Auditability Requirements

SUSE was also challenged by an inability to easily report on key business metrics, most notably, MDF ROI. With disjointed information sharing processes and tools, the company and its team faced auditing challenges and increased risk of compliance issues.

With WorkSpan, funding policies are clear and finance teams easily perform reconciliations with auditor-ready reporting on funds, approvals, claims, proof of execution (POE), and proof of performance (POP).

Join the growing ranks of leading technology companies including Red Hat, SUSE, SAP, Lenovo, VMWare, and many more, and run your MDF partner programs on WorkSpan Ecosystem Cloud today.

170%

increase in MDF utilization rate

99%

MDF utilization maintained over 3 years

## WorkSpan Digitizes MDF Partner Programs for the World's Leading Technology Companies



 Contact Us

### ABOUT WORKSPAN

WorkSpan is the Category Leader for Ecosystem Cloud. With Ecosystem Cloud, our customers are capturing a disproportionate share of the Ecosystem Economy — and you can too.

Join the WorkSpan network where alliance, channel, and ecosystem leaders connect, co-create, co-market, co-sell, measure, and scale with their ecosystem partners in a single, secure, network to grow business together.