

CASE STUDY

Customer Info

Lenovo manufactures one of the world's widest portfolios of connected products, including smartphones (Motorola), tablets, PCs (ThinkPad, Yoga, Lenovo Legion) and workstations, as well as AR/VR devices and smart home/office solutions. Lenovo's data center solutions (ThinkSystem, ThinkAgile) are creating the capacity and computing power for the connections that are changing business and society.

Lenovo's corporate headquarters is located in Hong Kong, with key operations centers in Beijing and Morrisville, North Carolina. It has over 54,000 employees globally.

The Objective

Streamline and modernize joint marketing partnership processes so Territory Marketing Managers (TMMs) and other team members in Lenovo's Data Center Group can coordinate, plan, expense, and manage Lenovo joint marketing projects globally. In addition, the team needed a framework for setting up targets, tracking performance, and analyzing efficiency. Juan Chinchilla had a vision for unifying joint marketing processes at Lenovo.

The Approach

Provide an efficient, flexible, end-to-end solution for joint marketing with the ability to connect Lenovo with their partners, suppliers, and vendors. Transform from emails and Excel sheets to an Ecosystem Cloud to provide one global process, one set of master data from headquarters to regions, coordinating multiple sources of funding for marketing activities across regions and partners.

Technologies Used

WorkSpan Joint Marketing App

Joint Marketing Case Study

Presented by WorkSpan



Did we grab your attention because this case study is about computing giant Lenovo? Good!

Read on to find out how the Fortune Global 500 enterprise partners with WorkSpan to transform its fragmented partner silos to an Ecosystem Cloud, and see what a difference it's made.



Juan Chinchilla
Marketing Director
EMEA Lenovo Data Center Group

Marketing at Lenovo, B.C.E. (Before the Cloud Era)

Let's step back for a moment and review how things were for Lenovo's joint marketing programs B.C.E. Here are some important historical facts to remember (yes, there will be a quiz):

- ✘ **Inefficient processes:** Maladaptive processes sapped time, introduced unnecessary stress, and required triple entry.
- ✘ **Lack of performance insights:** Back in these dark times, performance insights were limited or nonexistent.
- ✘ **Too much work:** Communications and partnership processes were just plain frustrating for team members at Lenovo and partner organizations.

Lenovo used a home-grown Marketing Planning Tool (MPT), which it built on top of Salesforce. Managing funding requests, approvals, budgets, and claims for MDF campaigns required an eight-step process. Eight!

There was limited accountability and hardly any clear direction for meeting goals. This, as you can probably imagine, was painful for everyone involved. Joint marketing activities had restricted visibility and felt like a mess at times. Chaos filtered through multiple departments, undermining coordination efforts to the point that team members felt like throwing their hands in the air (and not in exuberant triumph, either).

Joint marketing shouldn't be this way. It was high time for a change.



How WorkSpan Provided a Meaningful Solution

Here's where the story gets good.

Looking for a way to bring the joint marketing partnership process into the 21st century, Lenovo teams found a vendor that could check all the right boxes: crystal-clear processes, valuable insights, flexibility. *Check.* User-friendly, supportive, efficient. *Yes. Done.*

For instance, Lenovo TMM Carla Capussela uses WorkSpan to plan a quarter's worth of activities in less than a day:

“WOW. I need to say that I am very positively impressed by the tool: I could do all the needed steps...I have to say I was a bit skeptical (I was part of the team that designed MPT)...but I must say that **this tool is much more flexible and user-friendly (at least from a TMM perspective.)”**

- Carla Capussela, Marketing Leader
EMEA Lenovo Data Center Group.

WorkSpan provides the answers Lenovo marketers like Carla were looking for. Here are the deets on how:



Simplification: End-To-End (E2E) Process Mapping and Standardization creates a single common worldwide template for process workflows and activity requests, with common report generation and reduction of systems. Gone: clunky currency conversions, a separate in-house marketing tool, using Excel files. Now it's all one system. An eight-step process with triple entry becomes a single entry. **YAY!**



Accountability: Common reporting with the data needed to keep every team on the same page.



Visibility: With single, visible reporting inside the system, Lenovo creates a global marketing calendar and has at-a-glance tracking enabled for the key metrics it needs to monitor.



Enablement: Regional and global experts are empowered with everything necessary to onboard new users and teams.

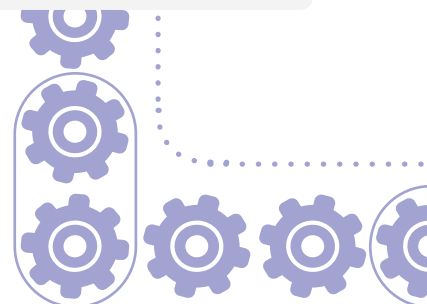


Engagement: A single platform, worldwide. That's a ton easier.



The transformation of key marketing processes internally led to a revamped and renewed experience for the team.

It's better joint marketing through a better process.





Software with Benefits: Results Lenovo Can Count On

Lenovo made the switch from a series of separate marketing processes and systems to something much better, and realized the benefits.

“I feel secure in having something that is working and will work even better”, said Juan Chinchilla, Marketing Director EMEA Lenovo Data Center Group.

Thanks to Juan’s vision and leadership, the benefits of implementing WorkSpan quickly surfaced:

- ✓ Territory Marketing Managers (TMMs) enter activity information only one time, **eliminating redundancies**.
- ✓ Their Alliance Compliance team gets a **standardized workflow and does not have to chase TMMs** for Proof of Execution (POE) and invoices.
- ✓ Reporting can be organized by **division, partner, territory, etc.**



In a nutshell, everything just got a lot **easier, more visible, and streamlined.**

Want proof that this made a difference? Here:

- ✓ Lenovo users are participating in or managing **5,433 campaigns, 1,045 programs, and 511 activities** without skipping a beat.
- ✓ Important dates and marketing events are in a **single, global calendar**.
- ✓ Lenovo handles global reporting for all its MDF in WorkSpan.
- ✓ Lenovo manages **all aspects of MDF** for its Europe, Middle East, and Africa region in WorkSpan.





Streamlined Joint Marketing for the Win

Revamped processes bring new momentum to joint marketing. That's what the marketing team at Lenovo experiences, thanks to a boost from WorkSpan's Ecosystem Cloud.

Gareth Beck partnered with WorkSpan to bring operational rigor and efficiency to his team. In addition to leading regional onboarding, Gareth helped uncover new opportunities for Lenovo to leverage the power of WorkSpan.

Having the right tools to collaborate across former silos is essential. Taking all the tools and merging the right functionality into a single platform? Even better.



Gareth Beck
Worldwide Marketing Analyst
Lenovo Data Center Group

“I see that you have been going above and beyond in terms of **creating new functionality,**”
“The TMMs are now **crystal clear** on the process.”



Conducting your joint marketing on the right platform can make all the difference.
For Lenovo, the **right platform is WorkSpan.**



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.