



WorkSpan

The Go-To-Market Network for Alliances

Learn how SAP achieved 24x ROI using WorkSpan.

Not a typo.

CASE STUDY



Customer info.

SAP is a world-leading enterprise company with over **350K** customers, **85K** employees, and more than **15K** worldwide partners. SAP partners with Intel to increase the sales of Intel-based hardware packaged with SAP installed software.

The objective.

Improve efficiency and effectiveness of SAP and Intel’s marketing partnership by increasing shared **visibility, accountability, and speed** at which campaigns are deployed. The expected result? Expanded relationship beyond partner and alliance managers.

The approach.

The search for a technology solution that would allow marketers worldwide from the two companies to easily **plan, manage, build, and share** campaigns without increasing headcount or process overhead.

Technologies used.

- WorkSpan Funds App
- WorkSpan Campaigns App
- WorkSpan Network

SAP Customer Case Study Presented by WorkSpan

February | 2018

SAP goes to market with key named partners on strategic initiatives. By reframing how they work with key strategic partners, SAP was able to achieve a **24x** return on investment.

The reframe of cross-company processes greatly improved visibility, accountability, velocity, and awareness—but also created more trust between them and their key partners.



The challenge at hand.



Of the many successful partnerships that SAP is managing, their strategic partnership with Intel is one that has driven a lot of growth and revenue for both companies. With the amount of innovation coming from Intel towards the SAP HANA go-to-market initiatives, Steve Asche, VP Partner Marketing at SAP, realized that he **needed a scalable way** to expand SAP’s partnership with Intel in order to run more marketing campaigns to quickly **seize the momentum** that these disruptive technologies were driving.

However, Steve realized that unless he increased the number of dedicated full-time partner marketers, they would not have the **bandwidth** to drive any of these additional programs. If they were able to increase the number of partner marketers on the SAP side, he would potentially be creating a bottleneck on the Intel side and overburdening their existing team.

From experience with other strategic partners, he knew that adding more people would increase the burden of collaboration, alignment, and communication by a large factor. And relying on their existing solutions—such as partner portals, quarterly briefings, conference calls, and email exchanges—would not let him achieve his desired growth.

Time lost in looking for information across partners..

15%



CHALLENGES CONT'D

Steve also wanted to **mitigate the risks** of having initiatives delayed if someone was on an extended leave or there was personnel churn on either side of the relationship. The historical context of the marketing

campaigns was kept by individuals, while results and achievements were housed in post-campaign powerpoint decks. There was no simple way for others to learn about the challenges, routes to victory, or

any other process changes that were made to achieve the results. He felt marketing **velocity** was lost by not having a way for others to tap into this extensive knowledge.

Churn with strategic partners could slow down your campaigns by

90 Days

“

We drastically reduced time spent on mundane coordination tasks, and instead **doubled the number of campaigns and tripled marketing impact.**

-Steve Asche

VP Digital & Partner Marketing,
Digital Enterprise Platform Group, SAP

WorkSpan to the rescue.

Instead of focusing on hiring more people resources to expand SAP's partnership with Intel, Steve investigated technology solutions that would help him and his team **maximize** their efforts, as well as their counterparts at Intel. The team at SAP reviewed a variety of solutions to enhance their existing partner

portal and PRM system; but none provided the level of visibility and transparency that their stakeholders required, nor did they have an intuitive and efficient way to manage program budgeting. The SAP team chose WorkSpan for its ability to provide **maximum visibility** of their partner marketing campaigns, including

activities, assets, and results from their respective CRM, marketing automation, and other marketing solutions. WorkSpan also allowed their marketing teams to easily work together on multiple campaigns while simultaneously creating a **shared digital system of record** containing all the campaign activities, assets, and results.

A (super) simple solution.

SAP and Intel marketing teams were able to quickly and easily work together on multiple campaigns, manage campaign activities and progress, and track campaign results. The WorkSpan Calendar also gave them **visibility** to see and filter all of their campaigns by region, product, theme, campaign type, and other important measures.

Instead of waiting for finished campaigns to conduct a post-mortem—or ask for metrics on a recurring basis—they were able to report

on campaign metrics by importing data directly from each partners' CRM and marketing automation systems, in order to further promote and **strengthen accountability** between the two teams.

WorkSpan's shared system of record allowed them to improve the velocity of campaigns by creating them for partners to join or fund, and **discover** in-flight. And based on results, they could clone or expand those campaigns to the same or different markets.

SAP and Intel's international teams were also able to leverage WorkSpan quickly without needing training or reliance on a dedicated support manager. The flexibility of WorkSpan allowed for campaigns created at headquarters to be pushed out to the regions, while **empowering** regional marketers to promote their local campaigns for additional funding or global expansion.



Results & metrics. Done & done.



By moving their partner marketing campaign processes to WorkSpan, SAP and Intel were able to greatly **expand** on the number of campaigns run, as well as **amplify** the effect of their marketing budget.

The WorkSpan Fund App proved to be a much easier way to track proposals and manage the funding approval workflow. By streamlining this initial process and making it more transparent to everyone, they were able to **increase** the number of campaign proposals, leading to a higher number of campaigns run, and more marketing generated opportunities.

The SAP and Intel teams were also able to improve **alignment** and marketing **visibility** across their respective marketing and field teams. The MDF that was allocated directly influenced a greater number and wider range of activities and results than ever before.



ROI that makes you say OMG.

Received **174** proposals from **over 30** countries, with a majority coming from the field working with their Intel counterparts in region.

Doubled the number of campaigns run (to **138** executed) with the same headcount and only slight budget increase.

Achieved a **24x** return on investment (Revenue Impact/Marketing Dollars Invested) vs. goal of 10-11x.

Increased executional velocity by bringing together over **250** marketers from SAP and Intel to collaborate on **138** approved campaigns.

Improved **transparency** and local coordination by allowing an Intel field marketer to publicly endorse a campaign before funding approval.

Elevated performance tracking with integration to SAP CRM for pipeline and revenue data—helping teams **understand impact** long after a campaign was over.

ABOUT WORKSPAN

Welcome to THE Go-To-Market Network for Alliances

Join the ecosystem where partners **automate & report** on joint sales, marketing, & solution initiatives. To learn more, email join@workspan.com.