

Fund management

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Design  
Launch campaign

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Web design & build  
Campaign management



## Challenge

To help one of the largest technology value added distributors manage and secure the maximum value from its vendor co-op marketing funds across EMEA. These funds are accrued based on revenue and they must be requested in a certain way, spent on approved marketing activity, claimed and audit checked in a precise way that varies from vendor to vendor. Additionally, there is a credit control function required to chase some vendors for outstanding payments. Crucially, the funds are time-limited and if they are not spent or claimed in time, they expire. Managing this is hugely time-consuming and the company had been suffering from lost funds.

## Strategy

All of the different funds were migrated into our co-op management system, ONCO, to provide a single platform to handle all of the funds across all of the countries from all of the vendors. Individual countries are able to view and request their own local funds whilst the EMEA management team have visibility of all of the funds across all of the countries. We put processes in place to help the various countries secure maximum benefit from the available funds and we proactively work with the countries to help them to create qualifying activities and to ensure they are always aware of any funds that are at risk.

## Result

Essential had an immediate impact which has resulted in 100% of available vendor funds being claimed.

# Co-op & MDF Management

“Essential has clearly demonstrated its ability to proactively manage Motorola’s co-op fund for Avnet across EMEA. It is a pleasure working with a company that has such an excellent understanding of the complexities of co-op marketing fund management and that is so focused on ensuring no funds are ever lost.”

Justin Turner,  
EMEA Channel Marketing Manager,  
Motorola Solutions



“We have used Essential for our fund management for 3 years and has proved indispensable in terms of making corrects claims, ensuring full usage is made and tracking to ensure projects are completed to time with the correct ROI. Using this service has also led to many vendor partners becoming more engaged with us and joint working on further marketing activities. This service helps us to generate more sales and is actually more cost-effective than our previous process.”

Keith Robinson,  
EMEA PBG Director,  
Avnet Technology Solutions

ONCO is a bespoke system designed to make life easier for companies using marketing funds in the channel. These screen shots show the main dashboard page, giving the user an ‘at a glance’ overview of all of their current funds. The budget page gives a summary of key details such as funds accrued, claims made, funds credited and funds at risk of expiry. All of the detail for funding requests and claims is stored in ONCO and its easy to use reporting simplifies the management of what can often be quite a complex process.