hawkeye
channel focused_results driven

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hawkeye Channel Unveils New Approach to Channel Management
Emphasizes its commitment to smart, data-driven channel investment decisions

SEATTLE, Washington, (July 25, 2011) – hawkeye Channel Practice, a leading channel agency to the global 1000, underscores its dedication to delivering incremental channel ROI for the world's leading companies with the introduction of two channel solutions designed to help clients make smart, data-driven decisions that increase the value of their investments.

Today's channel managers must ensure that their channel spend delivers incremental revenue. hawkeye's unique, data-driven approach to channel management employs analytics to determine what's working—and equally important—what's not, so that manufacturers can invest in programs and partners that truly make a difference.

"In the global IT industry, manufacturers spend billions per year on channel management," said Andy Wright, Chief Executive Officer. "A data-driven approach ensures that those dollars are spent wisely. I'm proud to announce the addition of two solutions to our premiere channel offering that make smart channel management an easier proposition for our clients."

hawkeye's commitment to a data-driven channel management approach is evident in its current work with clients. Channel analytics work with one Fortune 10 client revealed that, while their incentive programs appeared effective overall, these programs were far less effective in increasing sales among specific partner groups. Now the client is reassessing its investment to ensure that it is targeted in areas that will bring greater return.

New Paradigm in Co-Marketing Programs Makes Every Dollar Count

While channel partners are a key conduit to increased revenue, many are busy entrepreneurs who lack the time, knowledge and capital to drive effective marketing efforts. In addition, they often provide manufacturers with only a partial view of the return on their co-marketing investment.

hawkeye's new channelCampaigns solution ushers in a new approach to joint marketing campaigns. This new solution features a channel industry-first marketplace of pre-packaged marketing plays, powered by a select group of suppliers who offer leading-edge, closed-loop marketing solutions. When paired with hawkeye's channelMDF and channelRewards programs, the channelCampaigns solution gives manufacturers a 360° view of their channel marketing spend so that they can target their budget and resources in the areas that net the biggest return.

Integration with CRM Applications Brings a Single Source of Truth

While CRM platforms can help manufacturers to take charge of their sales, they fall short of channel management needs, such as the ability to manage and administer partner profiles, channel communications and channel programs. Without seamless integration between PRM and CRM applications, data is fragmented across multiple silos, making the ability to engage with partners difficult at best.

By integrating its channel solutions with popular CRM applications, like Salesforce, hawkeye provides manufacturers with a single source of truth—one holistic view of their business from both systems and processes perspectives—that they need to more effectively engage their channel partners, increase channel sales, and continually get more out of their channel programs and partners. hawkeye's CRM-integrated solution, channelPay for Salesforce, is the first in a string of integrated software solution designed to bring unparalleled insight to ensure smart channel investments.

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About hawkeye

hawkeye Channel Practice, a leading global channel agency, delivers full-service, best-in-class channel solutions to the world's top companies. From well-informed strategies to world-class programs and communications, the company applies over 15 years of channel intelligence and know-how to deliver incremental channel ROI using a unique, data-driven approach. For more information, visit www.hawkeyechannel.com

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