



## Tech Manufacturing Company Upgrades Marketing Capabilities



### *Background*

The client is an American global technology company that manufactures **graphics processing units** for gaming PCs, laptops, and tablets, as well **system-on-a-chip** units (SOCs) for the mobile computing market.

### *Client Pain Points*

*The client had several business pain points:*

They needed to automate their CRM system to enable highly collaborative marketing programs with their channel partners.

They had to streamline communications with channel partners so they can easily propose marketing campaigns, pick which partner will run the campaign, and make funds available to them.

They needed to reach channel partners via an external portal and use an internal portal for their products' brand owners.

### *Nsight Solutions*

Nsight was contracted to provide a full range of System Integration services for the client starting from conceptualization to design, implementation, and roll out.

*Specifically, Nsight did the following:*

- Implemented Marketing Development Funds scenarios, one of the newest functionalities within mySAP CRM 5.0 SP3.
- Made customizations to out of the box MDF functionalities



- Integrated SAP SEM-BPS with the marketing planner tool in mySAP CRM
- Designed and configured an external portal for channel partners

#### *Business Benefits*

The new SAP system, the customized functionalities, and the customized external portal vastly improved the client's CRM operations and allowed them to:

- Enable channel partner management budgeting, field planning, analysis, and execution
- Collaborate with partners in integrated marketing campaigns