



Texas Instruments Case Study

“We need to improve our partner marketing support through better materials and incentives.”



Background

Texas Instruments (TI) DLP® technology is best known for Scientific and Technical Award®-winning* DLP Cinema® products, the world's leading digital cinema technology, wowing nearly 10 million moviegoers every day of the year. With distinct advantages over nearly every other display platform, DLP technology is the preferred choice for consumer and professional products from the largest event venues to the smallest hand-held projectors. Not only a leader in consumer projection, DLP technology redefining projector capabilities in numerous other applications globally.

Challenge

TI relies heavily on a number of OEM manufacturing partners worldwide to effectively incorporate the DLP technology into their projectors. These OEMs cover a broad geographical spectrum, and represent many different verticals, including education, business & government, home theatre, automotive, and more. This presented a distinct challenge for TI: the need to deliver the technical sales and marketing materials their partners needed to be successful wherever they were conducting business, across all industries. In addition to improvements in content delivery capabilities, TI was looking to enable a formal rebate program that would incentivize their partners and allow them to recoup a portion of each sale. A number of complex business processes needed to be automated within the rebate program in order to ensure its success.

Solution

LogicBay engaged with TI to develop a PRM (Partner Relationship Management) solution that allowed all of their OEM partners to access the sales and marketing content they needed to be successful. Through the use of our foreign language localization capabilities, the TI DLP Partner Portal interface was deployed in 7 languages that ensured the proper translation of all content based on the user's location and language preference. A formal sales certification was launched to help ensure the ongoing success of their global OEM partner network, and a series of collaboration forums allowed partners to share best practices. LogicBay delivered this comprehensive solution through a roster of PRM services, which included content development, remote system administration, annual partner surveys for continued feedback, and quarterly business reviews to ensure ongoing success as business objectives evolved. This helped keep TI focused on the strategic objective of global partner support, while eliminating the time and resources required to administer the program internally.

Result

The TI DLP Partner Portal was implemented within 90 days to allow all global OEM partners access to the sales and marketing content they needed to improve their sales results. TI was able to eliminate the Salesforce.com licenses that had previously been granted at the OEM partner level, a cost savings of several thousands of dollars per month. TI's ability to deliver updated, relevant, and localized content on a global scale dramatically increased the sales effectiveness of their OEM partners. This, combined with an automated approach to administering a formal rebate incentive program, helped increase partner engagement and loyalty.

About Us

LogicBay has been helping companies achieve breakthrough performance from their sales channels by applying proven best practices combined with Partner Relationship Management (PRM) technology since 2003.