

Partner Portal (Extranet)

Case study of Totem's work for Ericsson

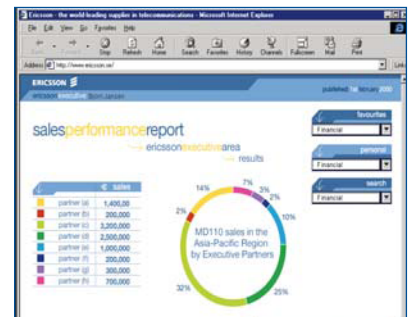
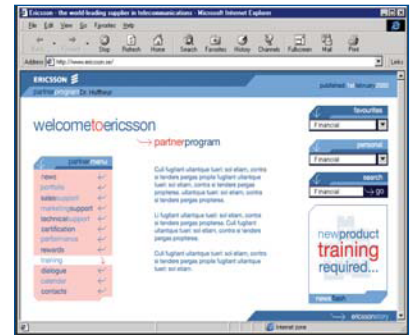
Client Ericsson was one the largest supplier of mobile systems in the world. Ericsson has around 76,000 employees in more than 140 countries. Their headquarters are located in Stockholm, Sweden.

Project aim Ericsson Enterprise Solutions made a strategic decision to sell it's portfolio of products through indirect i.e. reseller channels throughout the world. The backbone of the program was to be an Extranet site. This would be database driven and would hold a library of all the material created by the programme, allowing resellers to register for specific information.

Project solution Totem provided the complete program as well developing the online capability. The 'Partner' program consisted of:

- Bulletins that the local Ericsson office can customise and distribute (global/local)
- A tiered structure for resellers to progress through with the ultimate goal being Certified Partner
- Marketing support with guidelines on branding, layout, advertisement placing and a range of customer campaigns that the reseller can manage
- Training programmes that the account manager can manage and even customise
- Customised presentations used to sell the concept and benefits of becoming an Ericsson reseller
- Sales literature that can sell itself without relying on the skills of the sales person
- Incentive programs
- Support program and incentives for Ericsson account managers

Following the initial awareness campaign (June 2000) the program was rolled out globally and has been continually evolved in-house ever since.



Features

- CRM database
- Content management
- Contact database
- Real-time sales performance charting
- E-learning and training environment with certification and accreditation
- Program monitoring and reporting capability
- Multilingual version (Connect worked with local specialists to provide this capability)