



TECH MANUFACTURING COMPANY UPGRADES MARKETING CAPABILITIES

QUICK FACTS

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.

THE SOLUTION

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

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.



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

ABOUT NSIGHT

Nsight helps organizations orchestrate their digital transformation around business solutions in Customer Engagement, User Experience, ERP, IoT, Analytics, Security and AI & ML. Our strong partnerships with SAP[™], Oracle[™], AWS[™], Salesforce[™] and Microsoft[™] help us stay up to speed with the most recent innovations and technologies and provide a wide spectrum of system integration services.

In today's digital age, we are the perfect partner you can count on as we recognize the digital and real-life challenges of your industry. We help you align your business in every step to give you the competitive advantage.

We support organizations of all sizes and deliver turnkey projects in crunch timelines. We discover, design, deliver, manage and continuously enrich business solutions so our clients can meet their customer's changing requirements. We offer Managed Services Packages where we provide all services and support under one umbrella with our proven Global Delivery Model.

Our experts bring in deep industry experience and we understand the marketplace you are in, your industry and the technology that can solve your current pain points and future needs. And we bring together our proficiency with bespoke regional proximity, global competencies and our trusted principles - constantly finding the right balance for each individual client.

By incorporating our best practices to ensure uncompromised quality and lower TCO with flexible engagement models, we have been successfully transforming businesses across the world for over 15 years.

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