



Client: AMD
Solution: Partner Relationship Management

Advanced Micro Devices (AMD) is a global supplier of integrated circuits for the personal and networked computer and communications markets with manufacturing facilities in the United States, Europe and Asia. AMD produces microprocessors, Flash memory devices, and silicon-based solutions for communications and networking applications.

THE PROBLEM

System Builders (SB) are key influencers of purchasing behaviour of the Home, SOHO and Small and Medium Business (SMB) customers. AMD, in India, identifies this market as a key growth area and hence the System Builder is central to their channel marketing strategy.

- AMD wanted to identify and reach out to SBs and understand their current engagement with AMD.
- AMD wanted to encourage SBs to stock and sell more of AMD processors.
- Once the SB was engaged deeply with AMD, the relationship had to be nurtured to make it mutually profitable.

THE BUSINESS CHALLENGE

Given SurfGold's expertise in designing and implementing Partner Relationship Management programs for the IT channel, AMD approached SurfGold to:

- Develop a strategy to identify and acquire existing and prospect SBs across the country.
- Devise a marketing program to achieve the objective of increasing the SB counter share for AMD processors.
- Design and implement effective communication material.
- Implement, monitor and analyze program performance.

The challenge was to formulate programs that not only provided incentives to existing SBs and resellers, but also motivated new prospects.

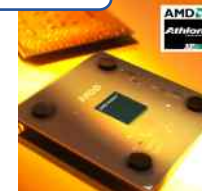
THE SOLUTION

To meet these business objectives:

- SurfGold conducted a comprehensive analysis of the existing buying patterns of resellers and SBs from available data.
- A strategy was developed to increase the average buying volume per transaction of SBs.
- A sales promotion sweepstake was devised keeping in mind:
 - High probability of winning rewards.
 - Low inertia/investment needed by SB to participate.

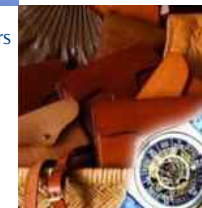
Fax & Win

Retailers and SBs who bought AMD processors were eligible to participate in the 'Fax & Win' scheme.



All that the SBs needed to do was fax the invoice of their purchase to a local number in over 40 cities.

Lucky draw winners and mega-draw winners could win tons of prizes that included Swatch watches and leather bags.

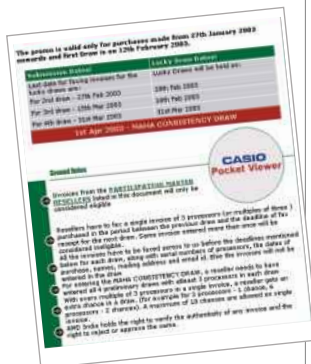


CASE STUDY

SOLUTION IMPLEMENTATION

SurfGold's solution included:

- A multi modal (online & offline) persuasive communication plan to reach out to the maximum number of SBs in most markets.
- 'Fax & Win' branding that facilitated good recall and easy to understand participation mechanism.
- Comprehensive infrastructure for response management.
- Quick result announcement to the market that maintained the momentum and excitement throughout the program period.



THE RESULTS

At the end of a three month sustained campaign, AMD was able to:

- Build an exhaustive database of SBs across India.
- Gain greater insight into detailed purchase patterns through the results of the campaign.
- Grow average counter share for AMD processors.
- Enable higher repurchase rates and acquire new SBs.
- Create greater brand awareness for AMD among the channel across India.
- Adopt this scheme as a flagship promotion for every quarter.
- Identify SBs, using data analytics, who were then migrated to a higher contact, reward and recognition program for long term retention.

HIGHLIGHTS OF THE PROGRAM

- Very high Return on Investment as sales grew nearly 300% over 3 quarters.
- 30% new SBs joined the program.
- Participation from over 40 cities.



Our 'Fax & Win' Scheme got above 300 entries on the faxed invoice. Majority of the participants were new channel partners.



Rahul Singh
Marketing Specialist, AMD-India

SurfGold is Asia's premier partner relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.