



“Skinkers Live Notification Platform has enabled us to radically improve the way we communicate with our channel partners.”

Arpad Bihami – European Partner Marketing Manager, Acer

Since its founding in 1976, Acer has constantly pursued the goal of breaking the barriers between people and technology. Focused on marketing its brand-name IT products around the globe, Acer ranks as the world's No. 3 vendor for total PCs and No. 2 for notebooks, with the fastest growth among the top-five players. A profitable and sustainable Channel Business Model is instrumental to Acer's continued growth, while the successful mergers of Gateway and Packard Bell complete the company's global footprint by strengthening its presence in the U.S., and enhancing its strong position in Europe. Acer Inc. employs 5,000 people worldwide. 2007 revenues reached US\$14.07 billion.

An Acer eConnect notification:



The need – improving the effectiveness of the Acer partner sales channel

To consolidate and strengthen its position as the world's leading PC supplier, Acer needed to radically improve the way they communicated with channel partners. Acer's global channel network spans hundreds of thousands of resellers all with unique communication needs. Latest product information, pricing, promotions and incentive schemes all needed to be delivered in a targeted and high impact way, outside of email which was proving ineffective. Comprehensive face to face training was not possible because of the sheer numbers and geographic diversity.

“We can now deliver the very latest product information directly to our channel.”

Benefits

- More accurate targeting of information to the right audience.
- Higher impact than email.
- 80% to 90% open rates on information pushed to channel.
- Ability to select appropriate channel for different information types.
- Improved partner satisfaction.
- Improved product knowledge retention increases channel effectiveness.
- Unified communication strategy across multiple brands.



The solution

Acer launched eConnect, built by Skinkers using their revolutionary Live Notification Platform™ application in January 2008. The solution is currently deployed across 3 countries, the next stage of the project is to extend this to a further 21 countries.

The eConnect solution provides:

- High impact, Acer branded notifications direct to reseller screens.
- Multiple language support ensuring resellers are notified in their local language.
- Targeting of information by both predefined group and country.
- Centrally managed groups ensuring Acer controls information flow to the correct channel partner.
- Secure authentication by both reseller ID number and email address.
- Ability to send video, audio, text and rich multimedia.
- A document repository, managed by Acer which ensures the reseller has the latest pricing lists, promotions and product collateral.

The results

“Skinkers Live Notification Platform has enabled us to communicate in a new and radically improved way with our channel partners. Acer’s channel is of vital importance to us, and if our partners are fully aware of our latest products, competitive information, pricing and promotions they are going to be able to perform better in the highly competitive market place.”

“Because eConnect is Acer branded and is highly visual, operating outside of email, the impact and open rates have been fantastic, up to 90% in some cases. This means that our messages are getting through to our target audience and that our resellers are taking in the important information that we send them.”

Skinkers technology is easy to use both as a message creator and recipient. The benefits delivered can be summarised as:

- Dramatically improved targeting of information to the right audience.
- Higher impact than email.
- 80% to 90% open rates on information pushed to channel.
- Ability to select appropriate channel for different information types.
- Improved partner satisfaction.
- Improved product knowledge retention increases channel effectiveness.
- Unified communication strategy across multiple brands.

Find out how Skinkers can benefit your business

For further information about our products and services, visit our website - www.skinkers.com.

“We wanted to provide a radically improved communication capability to our channel partners, across 24 countries, supporting multiple languages and with the ability to target the organisation and countries with relevant and timely information.”

SKINKERS®