



**Channel
Mechanics**

Channel Program Automation

WHAT'S HAPPENING WITH

PARTNER

MDF

IN 2022

BACKGROUND TO THIS MDF EBOOK

Channel Mechanics hosted a webinar in May 2022 on the topical subject:

“Building an MDF Program for Today’s Channel Ecosystem”

Topics covered included:

- **MDF** Popularity
- **MDF** Participation Rates
- **MDF** Program Measurement & ROI
- **MDF** Activities
- **MDF** Challenges
- **MDF** Alignment to Company Goals

The panellists included **Ryan Griffis**, Manager Global Channel Programs at Extreme Networks, **Mimish Lesperance**, Director Field Channel Marketing Americas at Barracuda and **Kenneth Fox**, CEO at Channel Mechanics. The webinar moderator was **John McArdle**, VP Global Sales, Channel Mechanics.

With more than 100 people participating in the poll questions from 65 different vendor companies and 24 countries around the globe, we were able to capture some rich insights into what’s happening with MDF programs in 2022. We are happy to share these valuable findings with you.

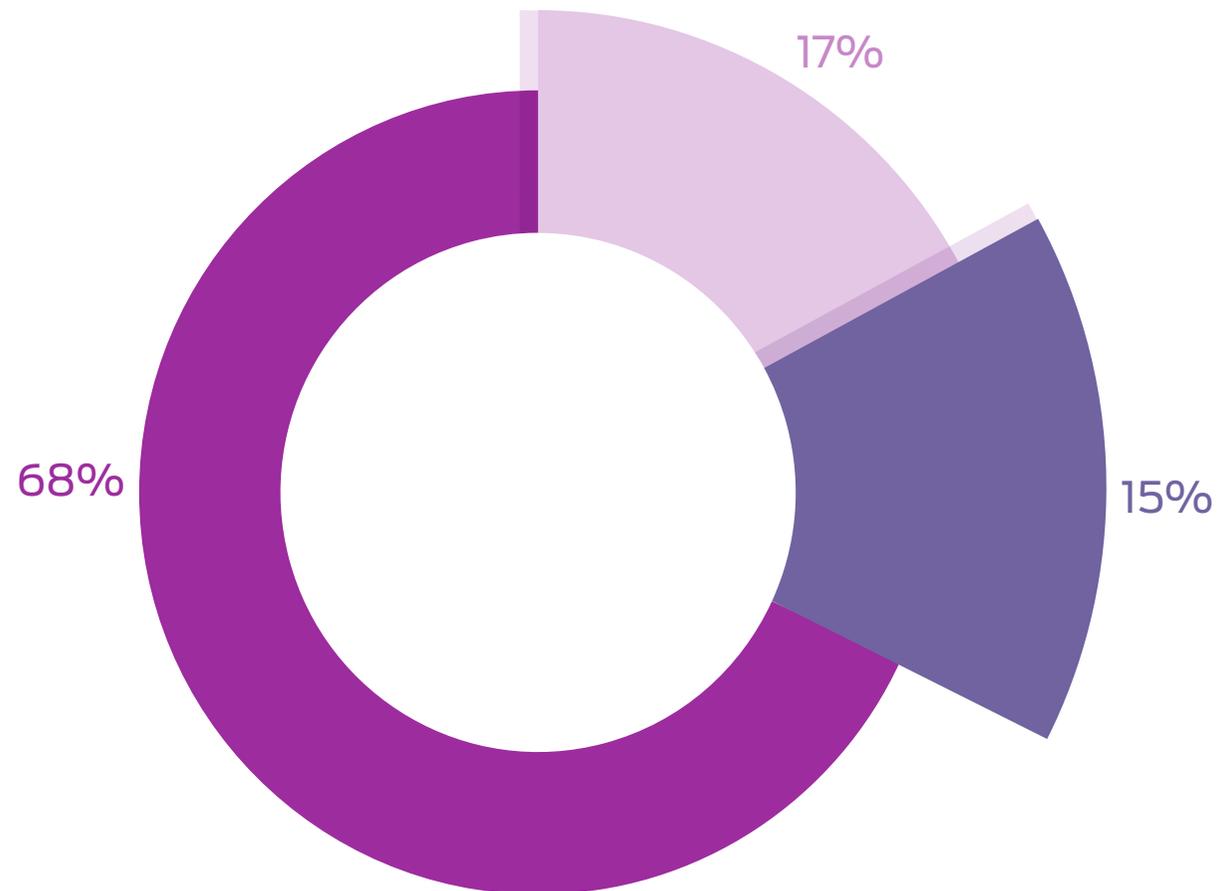
If you’d like to know more please contact:
Brenda.osullivan@channelmechanics.com

HOW POPULAR IS MDF AS A PARTNER PROGRAM?

Participant responses to this poll cite:

- A large majority of vendors are offering MDF programs to their partner base. This is not surprising as MDF is proving to be a perennially popular program.
- Interestingly, of the 32% of companies that don't currently offer MDF to partners, more than half plan to introduce it in 2022.

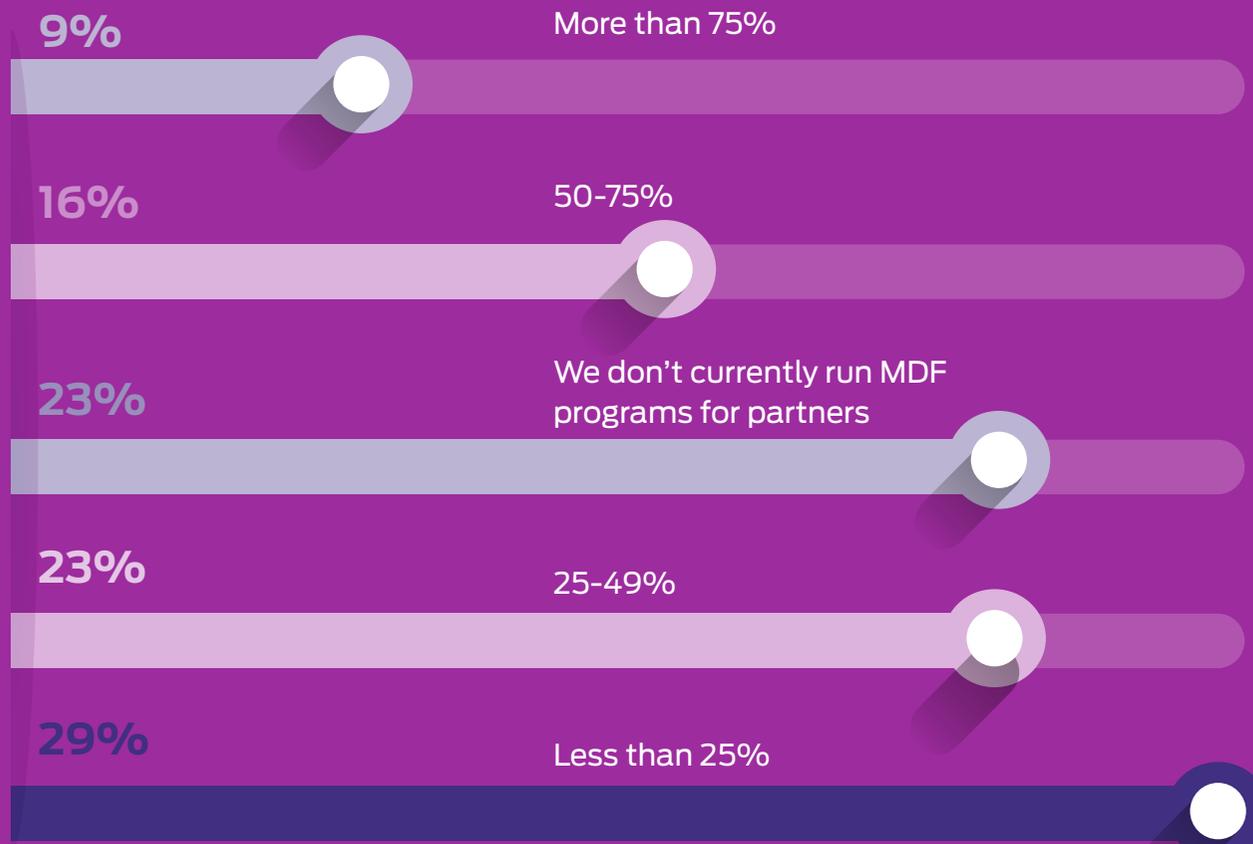
- Yes
- No, but we are planning to run a program this year
- No



* Source: Webinar - Building an MDF Program for Today's Channel Ecosystem

PARTICIPATION RATES FOR PARTNER MDF PROGRAMS

What percentage of eligible partners participate in your MDF programs?

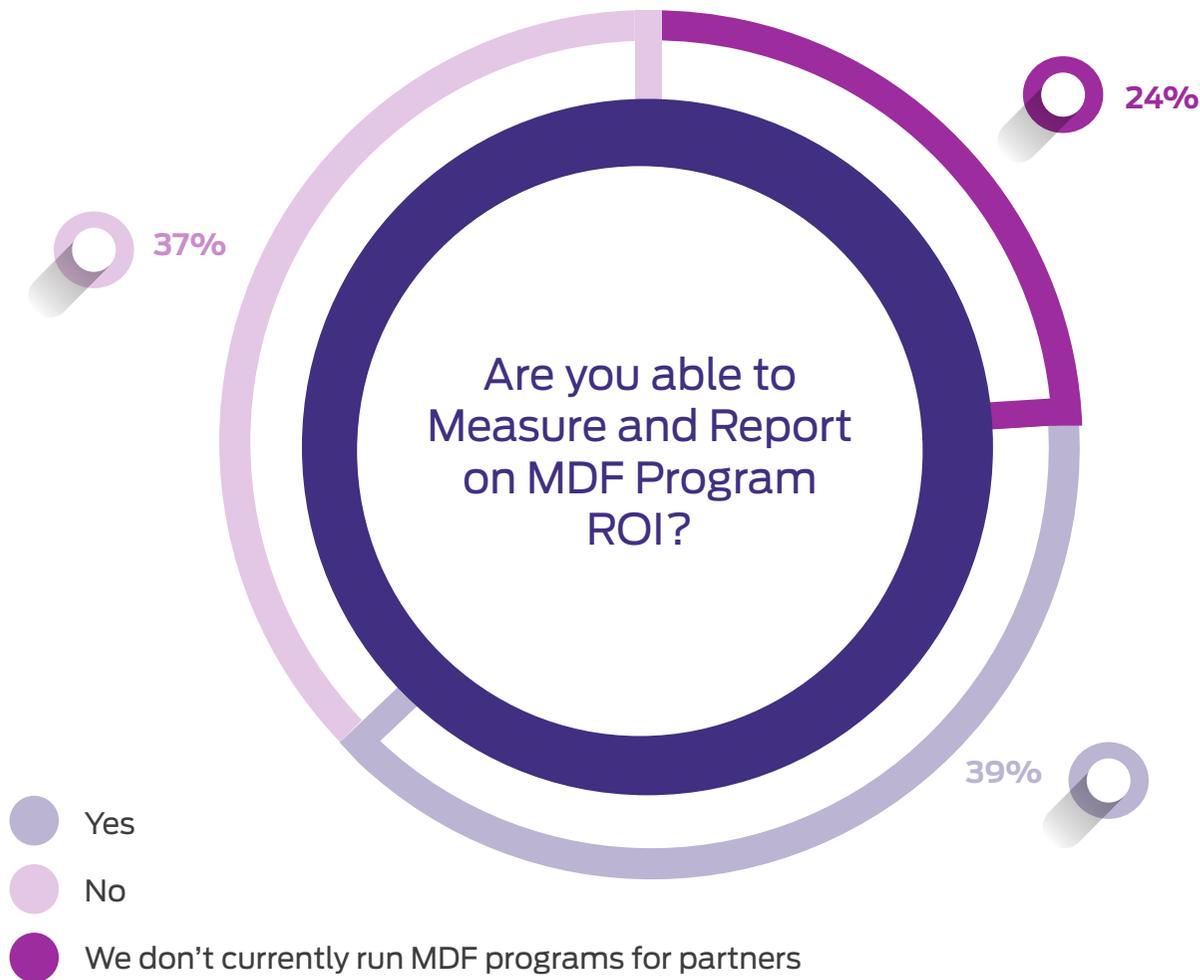


* Source: Webinar - Building an MDF Program for Today's Channel Ecosystem

Participant responses to this poll highlight:

- Participation rates in MDF programs are quite low – approx. half of vendors surveyed are reporting that only 50% of partners participate in the MDF programs they offer.
- Some vendors do report very high participation rates – with more than 75% of partners engaging in their MDF programs.

MEASURING AND REPORTING ON MDF PROGRAM ROI



* Source: Webinar - Building an MDF Program for Today's Channel Ecosystem



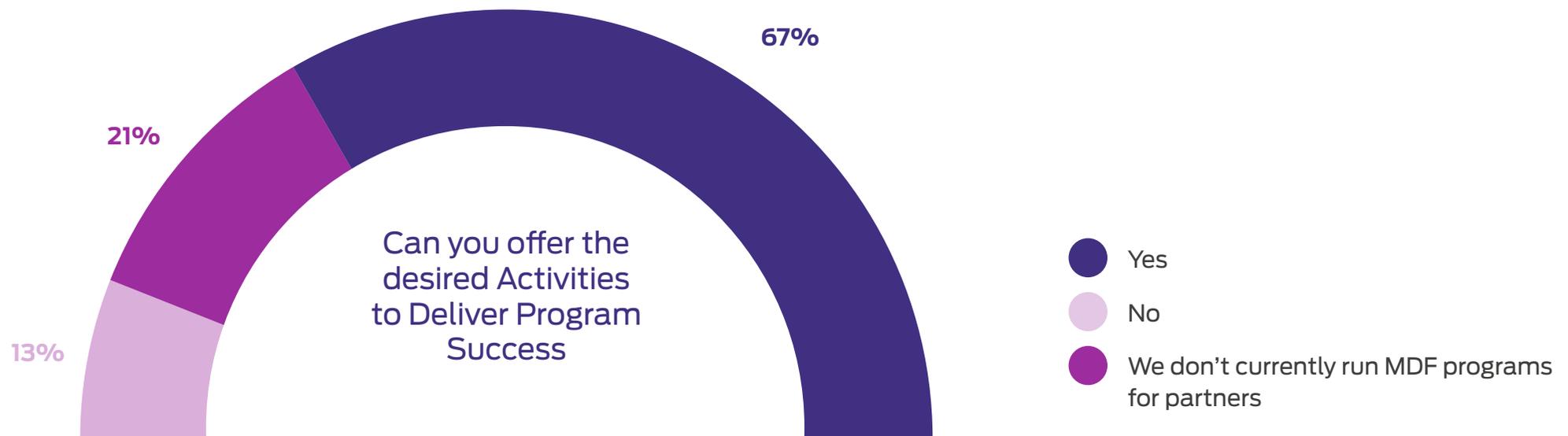
Participant responses to this poll cite:

- Approx. 40% of vendors polled state that they can measure and report on the ROI from their MDF Program(s). Given this is an often-cited challenge, this number seems positively high.
- Still, a significant number of poll respondents (37%) claim the opposite, so there is scope for sharing best practice around how this is being done today by leading vendors.

ABILITY TO OFFER DESIRED MARKETING ACTIVITIES FOR PROGRAM SUCCESS

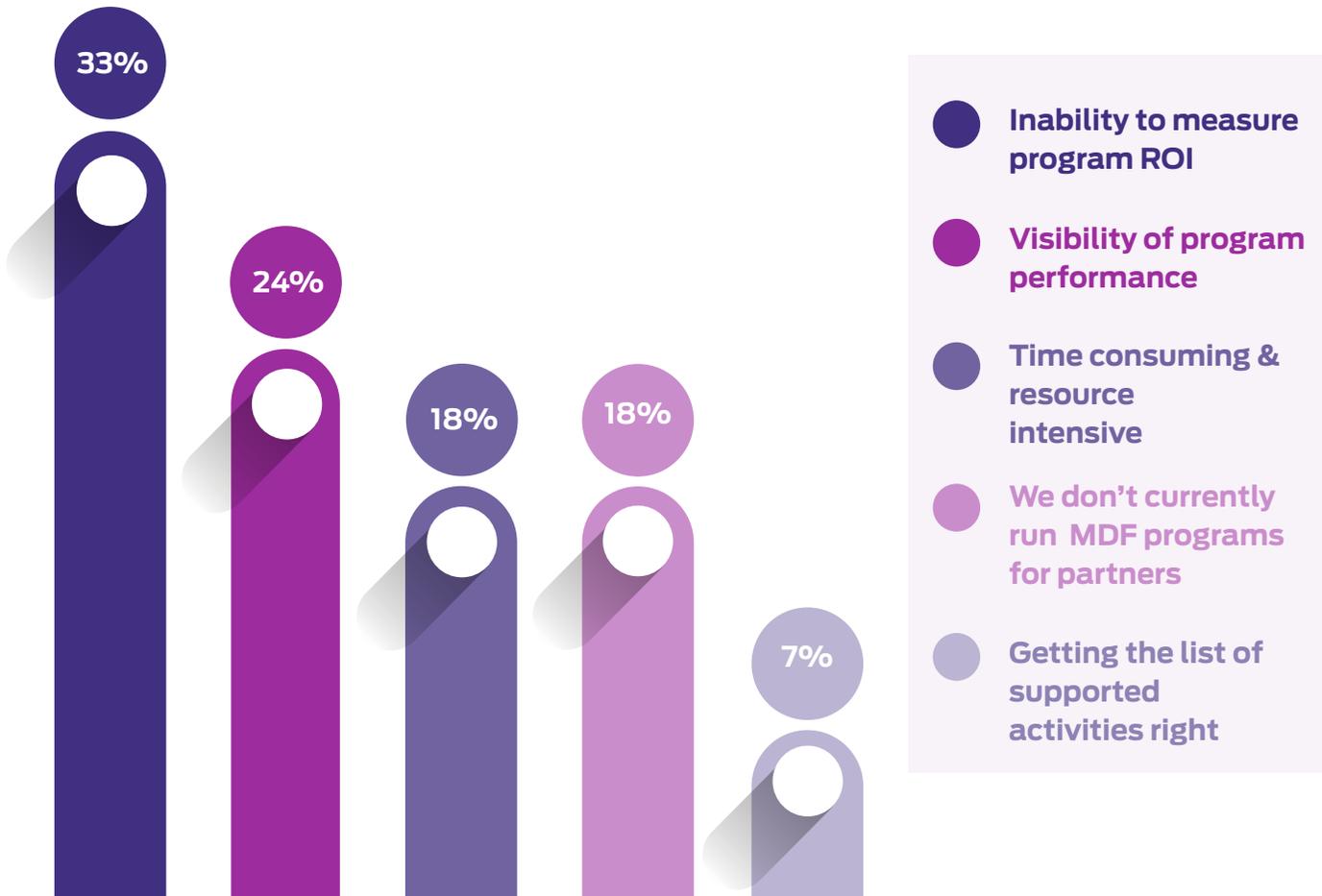
Participant responses to this poll served up some very encouraging results:

- The majority of vendors advise that they can serve up a range of MDF Activities for their partners to deliver successful program outcomes.
- This is a significant finding as many partners look to their vendors for guidance on market development activities that work.



* Source: Webinar - Building an MDF Program for Today's Channel Ecosystem

MOST CHALLENGING ASPECTS OF MANAGING MDF



What are the Most Challenging Aspects of Managing MDF?

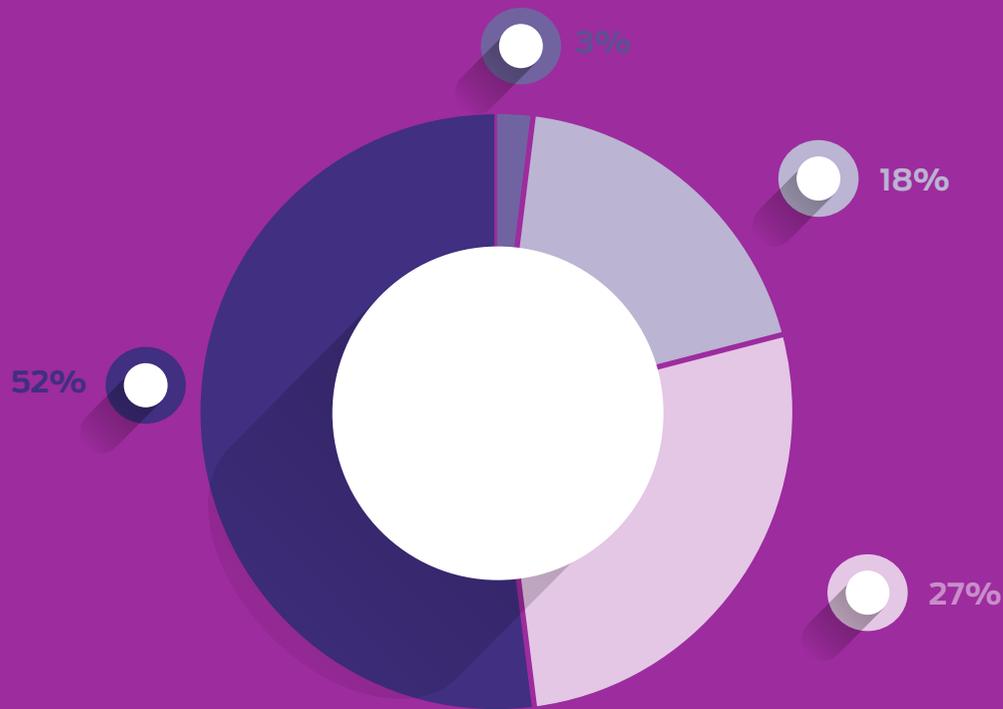
Participant responses to this poll served up some expected results:

- The poll clearly shows that measuring the ROI on MDF programs continues to be a major challenge – more than one-third of respondents cite this.
- A significant number of respondents (18%) also flag that its time consuming and resource intensive to manage an MDF program. This is usually because they do this on emails, spreadsheets and shared documents.

* Source: Webinar - Building an MDF Program for Today's Channel Ecosystem

MDF ALIGNMENT WITH COMPANY GOALS

Do your MDF Activities align with Company Goals?



● Yes ● We don't run MDF programs for partners ● Not Sure ● No

* Source: Webinar - Building an MDF Program for Today's Channel Ecosystem

Participants were asked if their MDF program activities align with wider company goals.

- The poll positively shows that more than half of vendors responding believe they do align.
- For the approx. 20% of respondents that aren't sure there is alignment, some work can be done to bridge the gap and drive a better MDF program.

CONCLUDING COMMENTS

Based on the audience participation in our MDF Webinar polls, discussion threads and on-line chat:

- MDF programs continue to be one of the most popular programs offered to channel ecosystem partners by the majority of vendors.
- Being able to measure the ROI of MDF investments is a key business requirement and vendors are still struggling to calculate and report on this easily.
- Many vendors have enriched the suite of MDF activities they offer to partners, which in turn helps to drive a significant level of adoption and program success.

Q&A SESSION

SOME OF THE QUESTIONS ASKED DURING THE WEBINAR INCLUDED:

- When working with larger reseller partners who have a 'pay to play' model, do you fund their minimum ask to be able to co-market with them?
- When working with 2-tier distribution, should you provide MDF programs via the Disti's or direct with the partners?
- How do we measure ROI on digital activities (paid & owned) where clicks/impressions may not be the testament for actual sales & commercial partners may not sell online?
- Any suggestions for how to get more partner engagement on MDF program offerings?
- Any suggestions on how to help justify funding of an MDF program for partners to finance?
- What types of activities do companies offer as part of an MDF program?
- How do companies measure their MDF program ROI?
- In terms of MDF Activities, are they always focused on customer demand generation OR are some activities available to fund partner infrastructure also?



The world's leading vendors use the Channel Mechanics platform to ensure **“Ease of Doing Business”** for their partner community and channel teams, driving competitive advantage, accelerating revenue, and building partner loyalty.

Schedule A Demo 



AppExchange Program
PARTNER

