SAP® REFERRAL PROGRAM
AXON GLOBAL TURNS 'SUNK' LEADS INTO MARKETING GOLD

QUICK FACTS

Name
Axon Global

Website
www.axonglobal.com

Referral Program Benefits:

- Big financial rewards and the best business software for your customers

- 5% of the initial net software license revenue (or first year's subscription to SAP Business ByDesign), up to $50,000/€50,000, on referrals that become won/closed/paid deals

- No software expertise required

- Secure website for easy opportunity entry and tracking

- Free membership

Referral Products:

Business Intelligence Applications
- BusinessObjects™ Edge Series

Business Management Applications
- SAP Business One
- SAP Business All-in-One
- SAP Business By Design

Performance Management Applications
- SAP Strategy Management
- SAP Business Planning and Consolidation

Just because you can't use something that's in your possession doesn't make it worthless. In fact, what you have might be quite valuable provided you offer it to the right people. The SAP Referral program applies this fundamental concept to members' sales leads. Now, as Axon Global discovered, member organizations can bring substantial new revenue to the bottom line.

Make More Opportunities Count

To be successful, businesses have to make a budgetary commitment to marketing. Out of these expenditures, companies occasionally generate leads they may not be able to capitalize upon. It may be that the lead is outside the service provider's region or realm of expertise, or perhaps they don't offer the best solution for that customer.

Eliciting and handling an inquiry from a sales prospect that can't be served could be viewed as "sunk" marketing cost. Rather than allowing time and money expended in generating these leads to go to waste, Axon Global took advantage of the SAP Referral program to rake in about $83,000. "That's great money, almost like bonus money, in terms of what we do and how we use and deploy it internally," says Steve Torres, Axon Global vice president of business development.

The solution implementation and application management company re-invests the referral windfall to generate even more business down the road. "Marketing is something we have to do," Steve says. "If we can get some of that investment subsidized through referral fees, it enables us to extend and market even further."

Utilizing the program is simple. A member merely submits the lead to SAP and if the sale is closed and paid, the referring member receives a financial reward just for bringing the opportunity to SAP. That company may be heavily involved in the sales cycle or they can stop at providing the referral.

Participation is Easy

Any company can participate in the SAP Referral program as long as they meet the eligibility requirements. The better the relationship with the prospect and the more complete the information, the higher the likelihood of closing the business. "It's a very easy program to participate in," Steve agrees. "There's not a lot of administrative burden with what you have to do to make yourself eligible for the funds."

While administrative requirements are minor, the SAP Referral program works best when sales teams are well informed of the revenue possibilities from referable leads. Communication becomes vital. "They need to know that the potential license opportunity is valuable to SAP and us," Steve explains. He acknowledges that compensation is a great motivator and recognizes a more important aspect of the SAP Referral program. "Axon Global is a 100% dedicated SAP system implementation firm. As a good partner that wants to see business grow, it's a very natural thing to want to participate and contribute to the greater good of the entire SAP community."

In addition to being easy to participate in, it's also a great way to become familiar with SAP solutions and other partnership possibilities. Join today – and start turning previously missed opportunities into gold!

TAKE ACTION

Learn more about the program at **sap.com/ecosystem/partners/referral.** It's easy to enroll your company – and just as easy to submit opportunities.

SAP