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Partner Incentive Program Management

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Partner Incentive Program Management

ABSTRACT

Cisco extends its goods and services to the end-users through channel partners. The Partners are the go-to-market for the end customers, and they bring in the majority of the revenue for the company and are crucial to the business. It is critical to motivating the partners to align with the company's business strategy and bring in more revenue. The company launches incentive programs to align the partners with the selling practices of the company. These incentives programs need a platform to be set up and launched to the market.

Currently, there are two different applications to do so. These applications have partial features and bring in discontinuity to the Global Partner Organization team. The project aims to merge the two applications to make a unified platform to take advantage of all the features through one application.

The project's goals are divided into sprints, usually a week-long, following the standard Agile model. Stand-ups, Sprint Planning, and Review sessions supplement the sprints. A branching strategy is enforced to make sure this project does not hamper the existing functionality. Java J2EE was used on top of two frameworks, namely, Spring and Struts. The application is deployed in Cloud Application Environment using containerization.

Upon completion of the project, it was observed that the new incentive programs are rolled out quicker than before, and human intervention is minimized, resulting in reduced errors. Changes can be monitored to retrace any error that occurred while changing rules. The infrastructure costs and development efforts have also reduced to half.

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