newsondemand
Case Study

SAP uses newsondemand from Tremolo to revitalise its channel partner communications, with incredible results

Background

SAP SE needs no introduction! It is one of the largest enterprise software companies selling on a global basis supported by one of the largest partner ecosystems with over 13K partner companies worldwide. SAP is built around helping originations simplify their processes to generate innovative opportunities for growth.

Whilst the performance of their partner communications remained strong, SAP faced significant challenges related to the way they were producing and publishing newsletters. To deliver relevant, targeted news to their partners, SAP was creating different versions of its newsletter per 'product area'. This meant that some partners were receiving multiple newsletters each month, often with similar content. It also meant that SAP was duplicating efforts, as many versions of these newsletters had to be created and sent.

SAP needed to change the way they approached partner communications and to dramatically reduce the work needed to deliver targeted newsletters.

Challenges

SAP realised that more bespoke, targeted newsletters to its partners was the best way to communicate with them. Yet, the logistics of creating targeted articles, features, to different tiers of partners, in different languages, across multiple locations, on a regular basis was a serious challenge, not to mention time consuming too. To provide targeted news typically meant creating different versions of newsletters and this wasn't cost-effective.

This was not right for partners too; they would receive multiple versions of these newsletters each month, each focusing on a specific 'product area' and more often than not content was replicated across these versions. In fact, it is estimated that the overlap between these newsletters counted for 70% of the content shared with partners.

SAP also wanted to deliver best-of-breed HTML newsletters, with a contemporary look and feel, and wanted its partners to have a say in what they wanted to receive.

Finding a solution which would allow SAP to send more personalised, timely partner newsletters, whilst remaining operationally and commercially viable was a strategic imperative.

Approach and Solution

SAP already had a large network (500+ individuals) of content creators using an existing internal global platform that was helping them manage the content edition, approval and sharing amongst editors and approvers.

Although SAP were working with an existing provider they wanted to explore the market to find a solution to fit their current and future needs. A key requirement was to be able to integrate with SAP's existing content management tool.

newsondemand has the unique ability for the recipient to actively engage in the newsletter process, selecting the type of articles, or news items they want to see, what languages they want it in, and how frequently they want to receive it.

All that SAP has to do is create the articles in the tool, tag the content and the tool does the rest, including building the newsletter which the partner eventually sees. As a result, newsondemand allows SAP to be more flexible with how many stories it can send to its partners globally. There is also limited delay between the news creation and the news dispatching process, meaning partners receive 'fresh news'.

newsondemand also enables SAP to target its news, based on the type of partners they work with. This is in addition to the user-specific communications preferences. This allows SAP to control who the overall audiences for each of its articles and emails is, permitting SAP to use one single platform to manage its whole partners communications, globally.

"We were keen to find a tool which addressed the specific issues we had with channel partner communications. We found that there wasn't a great deal of difference between newsletter generators, until we found out about Tremolo, and its platform newsondemand,"

Kathleen Lopez, Senior Director, to Partner Marketing, SAP

Newsondemand in action: The articles are displayed in a modern newspaper tiling effect. Articles can also be prioritised by SAP, selecting the most important ones to appear at the top.

▶

SAP furthermore implemented a much more modern design with a news 'tile' concept, similar to today's newspapers look and feel. There are three columns with an image allocated to each email. Articles can also be prioritised by SAP, selecting the most important ones to appear at the top.

Kathleen confirmed, "Allowing the user to select what they want, how they want it, when they want it, for us, it is the epitome of personalised communications. We saw it as an on-demand and automated newsletter generator, and we knew our partners would really engage with this tool. The good news is that we have now carried this personalisation feature to our main partner website too".

In addition this smart newsletter engine, newsondemand also allows SAP to send e-shots/ one-off emails. These are typically used for critical announcements and can either take the users' preferences into account or bypass this (which is the common way to send emails).

newsondemand is like no other newsletter tool. From incorporating recipients within the newsletter process, it guarantees truly bespoke communications, and also builds each newsletter automatically, saving the resource pressures created by conventional newsletters.

Kathleen added, *"We were looking for a supplier that not only could meet our current needs, but could also adapt to our speed of business, offering a flexible platform that would address our future needs too. We felt confident that Tremolo was that supplier and that they offered considerable industry knowledge to help us fine tune our strategy and go from a traditional "newsletter" to a push "news feed" approach".*

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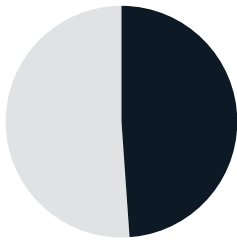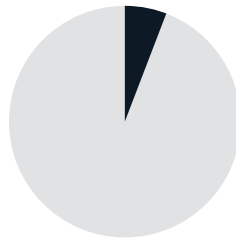
Results

Newsletter Results

Importantly for SAP, engagement in their partner newsletters increased significantly after newsondemand was introduced, which is believed to result from partners being able to only receive the content they want to receive.

Typically, and out of the 2,075 separate newsletter articles sent to date (which can be individually reported upon), SAP's partner newsletters are achieving article open rates of up to an astonishing 49%. For the 'top of the page' 3-column with-images articles produced, the average 'click to open' rate is 5.9% with highs of 17%.
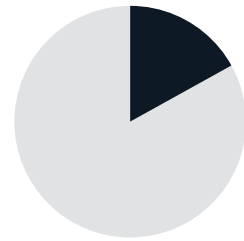
Open rates of up to 49%

Click to open rate is 5.9%

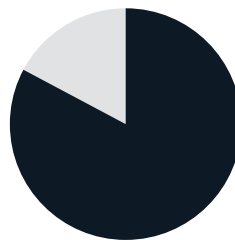**Click to open rate highs of 17%**

Email Results

As for emails/ eshots, SAP has sent 240 emails so far and the average 'click to open' rate is 12.6% with highs of 83%.

Open rates of up to 12.6%

Click to open rate is 83%

"The results were so dramatic, we knew we were heading in the right direction. This validated for us to keep the focus to ensure that partners were getting the information they wanted, not just what SAP wanted them to know," added Kathleen.

That said, the most significant benefit gained from switching to Tremolo and newsondemand is in terms of effort reduction. With the new system, there is no duplication of newsletter or content or HTML newsletter build. Partners receive one version – their only version, all targeted, and SAP only builds the articles once!

"My team was not the size it was 10 years ago. It's smaller, yet we are expected to do more so we need platforms like newsondemand to help us achieve that," concludes Kathleen Lopez.

Future developments for SAP

Later this year SAP will have access to Tremolo's unified profiles feature. This is essentially a single sign on integration with SAP's partner edge portal, ensuring partners only have to go to one place to receive the latest, in sync, real time SAP news.

Also as with the existing SAP newsletters, content will be targeted per region and per each partner's individual preferences, and all news sent to them via email will also be visible within this portal, having readily available access to a wide range of resources.

SAP can furthermore track the level of engagement their content within the newsletters and their portal has received from partners, evaluating the level of clicks and views per resource.

"**We found that with so many of these partner communications coming at us, it was really hard to keep up, especially when much of the content was irrelevant to us. newsondemand completely changed that. We define what we want to see and when we want to see it. I wish all of our suppliers had this solution!"**

Del Rae Grose
Vice President, Services at 3D Results

Partners are now able to recieve 100% personalised newsletters with newsondemand.

Simply call Tremolo on **+44 (0) 20 3540 6585** or visit **tremolosoftware.com** for an online demo or to request more information.

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