



riverbed

Scaling partner marketing operations for Riverbed across EMEA.

Challenge

Riverbed needed an experienced partner marketing team to take full ownership of the EMEA Market Development Funds (MDF) process and drive greater effectiveness.

With limited internal resources, they were unable to fully support partners in developing and executing demand generation plans—ultimately impacting partner-led pipeline growth.

In addition, Riverbed required improved visibility into partner activity performance and clearer insight into ROI to ensure funds were being used efficiently and delivering measurable results.

Objectives

- Provide expert guidance to help partners plan and execute effective demand generation campaigns.
- Gain clearer insight into marketing performance through detailed tracking, reporting, and analysis.
- Consolidate and manage the EMEA MDF process, from planning to claims resolution.
- Ensure timely and effective delivery of partner-led marketing activities across the region.
- Increase Operational Efficiency – Create a more efficient and scalable partner marketing process through consistent cadence and process improvements.

Partner Marketing Services

Driving channel growth through insight, structure and execution

Approach

Yellow Spider provided a dedicated team of marketing experts to support Riverbed's Regional Marketing Managers across EMEA, helping plan, execute, and measure partner marketing activities.

Acting as an extension of the internal team, our virtual partner marketing managers ensured partners had the tools, guidance, and support needed to run effective campaigns while streamlining processes and improving efficiency.

This included proactive partner management to drive MDF-supported activities and campaign execution, central fund management to oversee planning and claims, detailed reporting on activity performance and ROI, and continuous process reviews to enhance operational cadence and effectiveness.



"Yellow Spider are an absolute delight to work with. Their skills and experience are fantastic, and it allowed them to hit the ground running, embedding themselves into our teams and start demonstrating value immediately."

Lucy Hearn - EMEA Channel Marketing Manager, Riverbed Technology



Solution

To address gaps in partner marketing support and MDF management, Riverbed engaged the Yellow Spider team to manage planning, execution, and reporting across EMEA. This ensured partners received the guidance and resources needed to drive pipeline while improving ROI visibility and process efficiency.

- 01 Partner Management**
Supported partners and distributors with campaign planning, execution, and ongoing coordination.
- 02 MDF Oversight**
Centralized and managed MDF plans, allocations, and claims resolution across the EMEA region.
- 03 Performance Reporting**
Delivered weekly updates, campaign ROI analysis, and quarterly MDF performance reviews.
- 04 Process Efficiency**
Drove planning cycles and continuously improved the MDF workflow for smoother operations.
- 05 Integrated Support**
Worked as an extension of the internal team to provide seamless collaboration with regional marketing managers.

Want to turn your partner network into a powerful growth engine?
Contact us today:
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