

A GLOBAL TECHNOLOGY DISTRIBUTOR · GULF / GCC

CHANNEL PARTNER INCENTIVES

How a global distributor delivered channel rewards across the Gulf with 99% fulfillment success

How one of the world's largest technology distributors moved its channel partner incentives onto a Xoxoday Plum-powered rewards program, delivering \$340K+ to partners across six GCC markets, with 99% fulfillment success.

COMPANY PROFILE

INDUSTRY

Technology distribution

PROGRAM TYPE

Channel partner incentives

REGION

GCC (6 markets)

INTEGRATION

SSO Storefront Integration

CHANNEL PARTNERS

70,000+

COUNTRIES

40+

CAPABILITIES USED

REWARDS & DISTRIBUTION

Reward Points & Gift Vouchers

Reward distribution wired directly into the distributor's partner system, delivering both points-based rewards and gift vouchers across a multi-currency Gulf catalog.

STOREFRONT ACCESS

Storefront Integration

Single sign-on access from the partner portal into a white-labeled redemption experience, with no separate login for partners.

THE CHALLENGE

A program that needed to be automated, trackable, and worth returning to

The company runs a channel partner incentive program across the Gulf, rewarding the dealers, retailers, and system integrators who move technology products through its network. The program needed to scale across markets while staying easy to run, easy to track, and engaging enough to keep partners coming back.

The legacy approach created friction on every side:

- **Slow, manual payouts** incentives were processed market by market and currency by currency, holding up delivery

- **No tracking or reconciliation** finance had little visibility into who had been rewarded, when, or for what, making spend hard to reconcile
- **Tax and compliance exposure** distributing incentives across multiple GCC jurisdictions carried regulatory risk
- **Weak partner engagement** a one-time payout is forgotten the moment it lands, so it did little to keep partners active

THE SOLUTION

One integrated rewards engine

The company chose Xoxoday Plum for its API-first fulfillment and depth of local reward options across the Gulf, connecting directly to the existing partner platform without a custom build.

Incentives are distributed as Xoxo Reward Points via the Rewards API: when a partner earns an incentive, points are credited automatically, with no manual payout, spreadsheet, or country-by-country coordination.

Partners move from their own portal into a white-labeled Plum storefront through SSO, with no second login, and redeem points across a regional catalog spanning prepaid and multi-brand cards, gift cards, jewellery, retail, grocery, dining, travel, and more, all in local currency.

Plum handles distribution, fulfillment, and reporting in one place, giving the program team a live view of every issuance and redemption, so finance can reconcile spend as it happens and the setup scales across all six markets without added vendors or overhead.

- **API-connected distribution** reward points issued automatically from the partner system, replacing manual payouts
- **SSO storefront** single-click access from the partner portal, with no new login for partners
- **Multi-currency Gulf catalog** rewards in local currency across 10 currencies and six GCC markets
- **Live reporting** every issuance and redemption visible for finance tracking and reconciliation

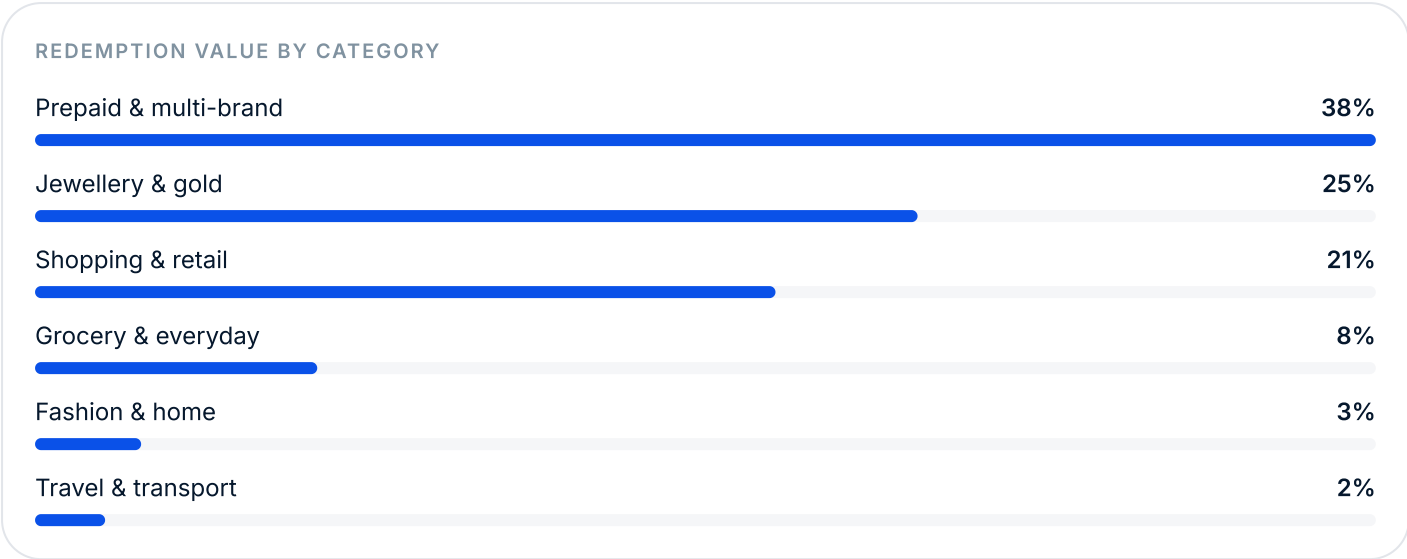
THE RESULTS

A program partners actually come back to

Since going live in 2025, the program has delivered \$340K+ in rewards, with 99% fulfillment success and most rewards delivered the same day.

The engagement signal is the standout: 64% of partners redeemed more than once, averaging around six redemptions each, and repeat partners drove 96% of total reward value. The digital program built a habit, not just a transaction.

A catalog wide enough to fit every partner across every market. Geography split by value: UAE 54%, Saudi Arabia 15%, Qatar 11%, Bahrain 7.5%, Oman 7.5%, plus Kuwait and international.



Nearly two-thirds of partners came back to redeem more than once, and those repeat partners drove 96% of all reward value. A digital rewards program didn't just pay partners, it kept them engaged.

\$340K+ Delivered to partners across six GCC markets	64% Repeat engagement - partners returned to redeem more than once	96% Of total reward value driven by repeat partners	99% Fulfillment success, mostly same-day delivery
--	--	---	---