



**NEWS RELEASE**

Media Contact: Megan Duran

[Megan.Duran@Ansira.com](mailto:Megan.Duran@Ansira.com)

972.663.1380

**Forrester Recognizes Ansira Among Channel Incentive Management Providers**  
Company Received Highest Scores Possible in Six Criteria

**ST. LOUIS – December 23, 2021** – As the channel ecosystem continues on the path of rapid expansion and increasing complexity, the opportunity to gain a partner’s mindshare is also becoming more and more difficult. Channel incentive programs work to improve indirect sales performance, orchestrate partner behaviors, and incite channel partner loyalty. But unless implemented correctly, this approach can result in partners ignoring or gamifying program incentives.

Channel Incentive Management vendors provide companies with a unified approach to automated and scalable incentives across the broad channel ecosystem. To help decision makers understand the value they can expect from a Channel Incentive Management provider, Forrester released “[Now Tech: Channel Incentive Management, Q4 2021](#).” The report looks at the diverse CIM vendor landscape, breaking them down first by market presence and then further by functionality.

Forrester segments functionality and varying capabilities across the Channel Incentive Management provider landscape in the following ways:

- **Point solutions:** These vendors are highly specialized; have deep functionality in transactional channel incentives, both margin- and marketing-based; and integrate with other tools within the channel stack. They rely on integration with channel software vendors in adjacent spaces (e.g., partner relationship management, through-channel marketing automation, channel data management, channel enablement, channel finance, and ecosystem management) to provide a fulsome client solution.
- **Horizontal tools:** These vendors cover the entire partner journey across a broad set of partner business models and program types. Vendors in this segment provide CIM alongside a host of native capabilities that include partner targeting and recruiting; onboarding, enablement, and development; incentives, motivation, and loyalty; co-selling and co-marketing to management; measurement; and reporting.
- **Hybrid tools:** These vendors focus on broader incentive strategies than just partners. The tools cover employee incentives, influencers, end customers, and consumer rewards. They provide an incentive management mix of monetary, nonmonetary, and microincentives as well as gamification, travel, merchandise, and other motivation and loyalty tactics.

Ansira, recognized in the Horizontal Tool segment, is one of 31 vendors included in this Forrester Now Tech report.

The report also provides considerations for channel and marketing leaders that help to ensure their incentives program and technology investments meet the unique needs of their expanding partner ecosystem. In addition to selecting a vendor that aligns with program requirements, these



considerations include mapping current partner programs against future objectives, conducting an inventory of existing technologies, and using analytics to reveal behavioral patterns and context.

“[Now Tech: Channel Incentive Management, Q4 2021](#)” is available for download by Forrester subscribers or for purchase.

#### **ABOUT ANSIRA:**

Ansira is an independent, global marketing technology and services firm that empowers companies operating in a distributed ecosystem to improve performance by realizing a connected marketplace.

Ansira and its subsidiary Sincro enable brands and their agents, franchisees, dealers, and distributors to drive demand, create seamless customer experiences, and drive revenue through marketing services and proprietary technology platforms.

Teams operating across the US, Europe, South Asia, and Oceania, arm brands and their ecosystems with digital offerings, channel partner marketing technology and services, and local marketing technology to make these experiences possible. For more information on Ansira visit [Ansira.com](#) or [LinkedIn](#), and to learn more about Sincro, visit [SincroDigital.com](#) or [LinkedIn](#).

#### **ABOUT ADVENT INTERNATIONAL**

Founded in 1984, Advent International is one of the largest and most experienced global private equity investors. The firm has invested in 390 private equity investments across 42 countries, and as of September 30, 2021, had \$86 billion in assets under management. With 15 offices in 12 countries, Advent has established a globally integrated team of over 255 private equity investment professionals across North America, Europe, Latin America and Asia. The firm focuses on investments in five core sectors, including business and financial services; health care; industrial; retail, consumer and leisure; and technology. For over 35 years, Advent has been dedicated to international investing and remains committed to partnering with management teams to deliver sustained revenue and earnings growth for its portfolio companies. For more information, visit [www.adventinternational.com](#) or [LinkedIn](#).

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