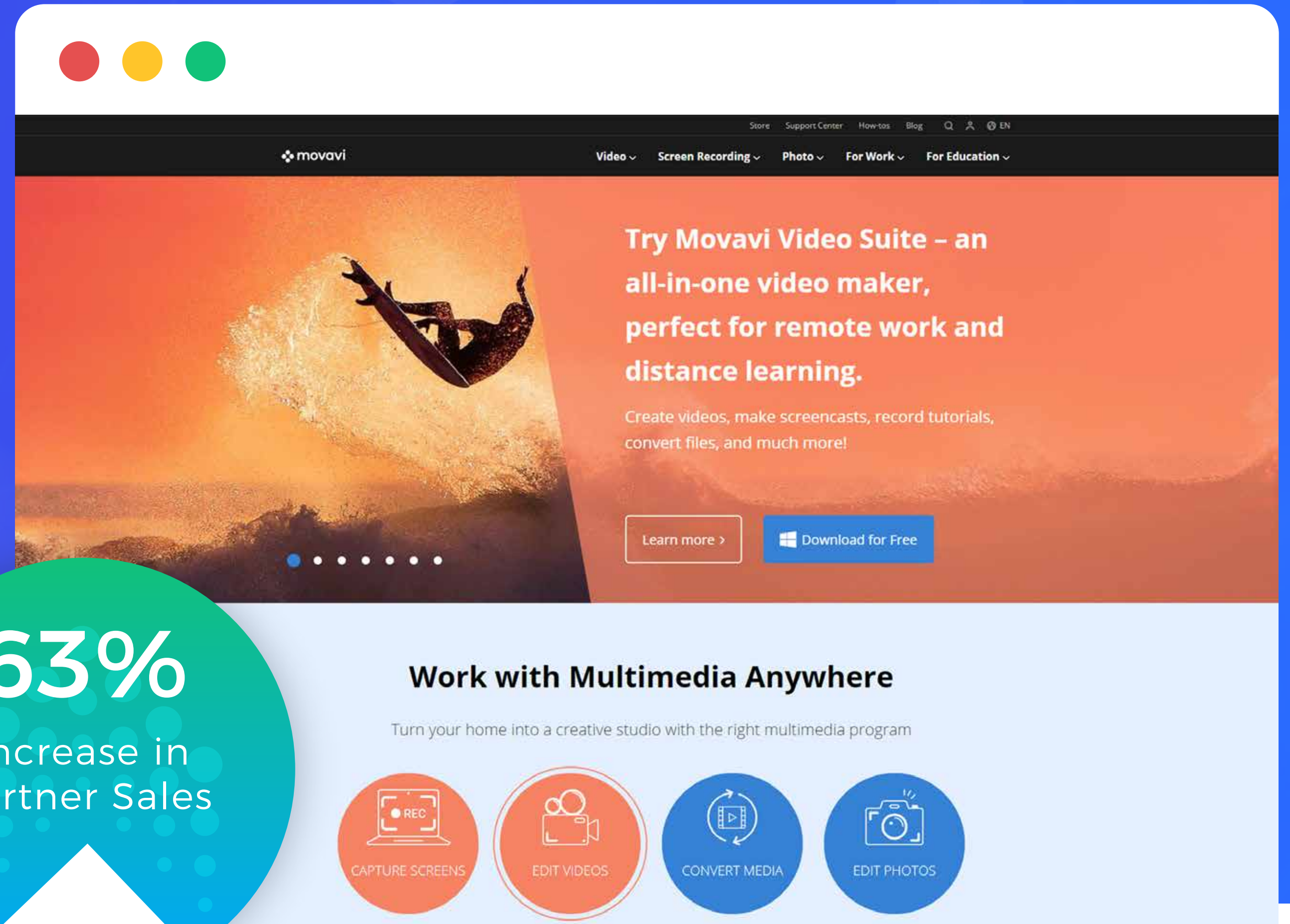




CLIENT SUCCESS STORY



Movavi Improves Reseller Revenue with 2Checkout's Channel Manager Module





Elena Kirilchik
Movavi Partner Manager

“ 2Checkout understands the importance of automating digital commerce via any channel. We have been working together with 2Checkout on our online direct initiatives and needed an additional solution for our partner sales. The Channel Manager module has been a great fit for our partner management needs. We are now able to efficiently manage operations and create a strong engagement with our network of resellers. ”

Customer:
Movavi



Vertical:
Multimedia software:
Audio-Video

Target:
B2C and B2B

Company Size:
SMB

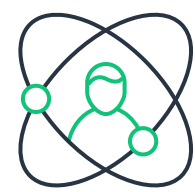
Benefits & Results

- ✓ Improved reseller revenue: online sales via partners increased by 63%
- ✓ 24/7 real-time order processing, around the globe
- ✓ Less time spent on managing administrative tasks, allowing the team to focus on strategic initiatives

2Checkout Solution:



Avangate Monetization Platform
2Checkout Channel Manager Module



Context & Objectives

Movavi's team was looking for a way to improve operations with their reseller partners around the world. Prior to selecting 2Checkout's Channel Manager solution, the software company was facing challenges managing day-to-day operations and administrative tasks, as well as dealing with delays in communication with their network of resellers.

"We were dealing with a lot of manual operations, especially related to creating purchase links. Since we have a global network of partners, we also faced delays in communication due to time-zone differences. Other issues we were confronted with included unauthorized use of coupon codes, difficulties in creating reports on specific partners, and inconsistent price amends. Finally, software licenses were mostly assigned to partners, not to end users, which created additional problems related to license management, especially at renewal time, for subscription-based products," said **Elena Kirilchik, Movavi Partner Manager.**

Customer:
Movavi



Partners
Everyone can become a Movavi partner.

Movavi Partner Program

Become a Movavi partner and develop your business for today's world. We are here and ready to help you with all the information you need to be successful. Read on for the programs and offers available to you.

Recently, we have received notification that fraudulent emails with collaboration proposals are being sent under our name. Please note that all Movavi emails are sent from our official domain @movavi.com. Fraudulent collaboration offers should be ignored and marked as spam. You can contact us directly using the email addresses on this page or via the [Contact Movavi](#) page. If you received a fraudulent collaboration offer, please let us know by email at collab@movavi.com or via social media.

Affiliate Program

Sell our products to your followers and earn a commission on every sale. Increase your commission one step at a time, and benefit from secure transactions.

[View Affiliate Options >](#)

Reseller Program

As a Movavi reseller partner, you can become a regional reseller and help us sell our programs across the globe. For more information, email us at partners@movavi.com.

Distribution

We are always looking to collaborate with resellers, retailers, distributors, and publishers. Let's join together to make a global impact! For more details, contact us at partners@movavi.com.

Solution & Results

The software company decided to employ 2Checkout's Channel Manager module, which comes pre-integrated with the Avangate Monetization platform. The main purpose was to automate order processing and support resellers in real time.

With the Channel Manager solution in place, Movavi can now benefit from operational efficiencies through order automation, and has gained real-time visibility over channel sales.

"We have noticed a major improvement in terms of how we manage our global partner network. The team has been relieved of all of the administrative tasks, such as order processing and approvals, since the system is automated within approved credit limits. We can easily and consistently manage price adjustments. In addition, a wide variety of reports are available out-of-the-box on top partners or specific partners' sales, giving us improved visibility over partner sales. Licenses can be assigned directly to end users, and so on. Most importantly, we are serving our partners faster and better, and have more time to focus on strategic initiatives," said **Elena Kirilchik, Movavi Partner Manager.**

2Checkout Channel Management - Key Features



Partner Setup

Accommodates both automatic and manual registration via Partner Portal and Vendor Control Panel respectively.



Partner List

Configure pricing and margins, as well as group products by categories. Grant your partners access to selected price lists.



Partner Portal

Provide a unified experience for ordering, fulfillment, invoicing and reporting. Customization services available for both content and look-and-feel.



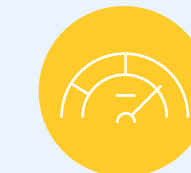
Partner Dashboard and Reporting

Get visibility into available products and access vendor-provided marketing resources – email, collateral, product support and documentation, etc.



Partnership Programs

Membership program templates include predefined business rules for partners. Alternatively, custom settings per partner are also available.



Credit Limits

Configure and extend credit to individual partners.



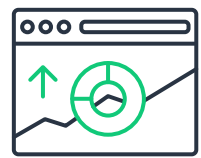
Business Model

Set your business relationship for each partner: Direct (partner invoices vendor) or Reseller (with payments processed by 2Checkout).



Partner Geographic Coverage

Limit partner's activities to a specific country.



Snapshot of Results



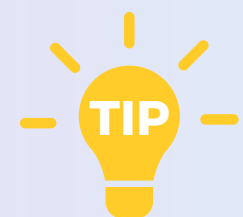
Improved reseller revenue: Sales via partner accounts increased by **63%** since the solution was implemented



Improved partner management and satisfaction through **24/7** real-time order processing, around the globe



Less time spent on managing administrative tasks, allowing the team to focus on strategic areas and relationship building



Check out the **2Checkout Channel Management** Solution Brief

[GET YOUR COPY](#)



With its rich features, 2Checkout's Channel Manager solution makes it easy for Movavi to engage with their resellers, improving time to market and consolidating their global sales strategy. Reseller partners have access to a dedicated partner portal, localized in twelve languages, offering a multitude of payments methods, automated invoicing, and many more features.

2checkout
is now **Verifone**

About
Movavi



Movavi produces a wide range of multimedia programs that ensure you can have fun with your videos, music, and photos on any platform and any device. They develop easy-to-use, powerful, and effective programs that inspire people to process, enhance, and share their content. The key expertise is seamless video conversion across all popular multimedia formats. Since its establishment in 2004, Movavi has grown to an international business with over 100 employees and an expanding product range for PC and Mac sold in 150 countries.

Read more at [movavi.com](https://www.movavi.com).

www.2checkout.com

Ready to Sell Worldwide, Hassle-Free?

Our digital commerce capabilities are available to all 2Checkout customers. Choose your product based on your business model and go-to-market needs. For more details, compare plans and choose the best commerce solution for you:

2SELL

Accept mobile and online payments from buyers worldwide



2SUBSCRIBE

Subscription management solution to maximize recurring revenue



2MONETIZE

Full commerce solution built for digital goods sales



ADD-ONS

Additional services to boost online sales



For businesses that want to scale to their maximum potential, we offer dedicated support with premium onboarding, custom integrations, professional services and an affiliate network. [Contact our sales team](#) to find the best solution for your needs.

About 2Checkout

2Checkout (now Verifone) is the leading all-in-one monetization platform for global businesses built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce. 2Checkout's digital services, including global payments, subscription billing, merchandising, taxes, compliance and risk, help clients stay focused on innovating their products while delivering exceptional customer experiences.

In August 2020, leading global payments solution provider Verifone acquired 2Checkout, further solidifying its commitment to providing seamless and frictionless experiences to customers globally through innovative and next-generation hardware and cloud services. 2Checkout will become Verifone, and the unified company will enable omnichannel commerce wherever and whenever clients shop.

Get more information at www.2checkout.com



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Georgia, USA

NORTH AMERICA

Columbus,
Ohio, USA

WESTERN EUROPE (HQ)

Amsterdam,
The Netherlands

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