

## Impartner PRM

*Fully SaaS, cloud-enabled and multi-tenant –  
Easy to adopt, quick to deploy, simple to customize*



Impartner PRM provides an enterprise-class web application for managing all aspects of the partner lifecycle, from partner recruiting to cooperatively marketing and selling to performance managing. The portal is fully customizable with your company branding, or choose from multiple design layouts and add your logo and your content. With our highly engineered Velocity 3-step onboarding process we can have your Partner Portal up and running in as few as 14 days.

### Impartner PRM includes:

- **Dynamic, targeted content with SegmentAI™ segmentation engine**

Industry leading segmentation tool that allows you to fully configure the right partner audience for every portal page, asset, event, message, etc. Create and manage segments by defining them through any combination of attributes. Our segmentation engine automatically adds or removes users that match each of your segment definitions.

- **Easy integration with your CRM**

Your existing CRM is the data repository and remains the single interface your Channel Account Management team use on a daily basis. We integrate with Salesforce.com, Microsoft Dynamics, Oracle Sales Cloud, Net-Suite, Zoho and any other commercially available CRM tools. Think of PRM as a way to map your CRM to your channel model. Leads, Opportunities and more are extended to take into account multiple tiers of indirect partners.

- **Robust partner recruiting and onboarding**

Keeping your partner community vibrant involves continually “onboarding” new partners with high potential, and “offboarding” non-productive partners. Our solution allows you to target and recruit the best partners available. Make sure you land the RIGHT partner, not just ANY partner.

- **Automated applicant approval routing and contract management**

Eliminate the time and labor-intensive task of manually routing program applications for approval. Let our configurable workflows do it for you. Auto approve, auto reject, or route applicants for approval based on region, partner type, or any filter combination you can imagine. Analysts estimate that for every \$1 spend on a commercially available PRM tool, you will see a \$10 reduction in manual labor costs.

• **Opportunity / Deal Registration functionality**

Deal Registration is rated the #1 feature of Partner Portals by the majority of resellers. It can typically add as much as 20 points of margin to deals generated by your loyal partners, yet it costs you nothing. Impartner PRM makes it simple for partners to generate their own deals and bring them to you for protection. Registering a deal means your partner has a set amount of time to close the deal, or it becomes fair game for other partners. You can ensure that partners work hard to close their deals, but still keep your partner pool hungry for expiring opportunities they can move in on. Optionally, integrate Price Quoting into the Deal Registration process to enable partners to be completely self-sufficient throughout the sales cycle. (See Salesforce Price Quoting product)

• **SmartContent asset management**

Ensure the right partners get the right assets at the right time, based on their segmentation. The criticality of an ever-improving content management solution is highlighted by a recent global study of Impartner customers, showing that with the right sales enablement materials, their partners are 56 percent more profitable.

• **Partner analytics and reporting**

See which partners are the most engaged, which content is most popular, how your marketing campaigns are performing, status of your channel pipeline, how many partners belong to each segment you've configured, and much more.

• **Partner and Content Migration**

Get your existing partners and all your content into your new PRM platform as quickly as possible using our sophisticated data import tools.

• **A powerful, built in, in-line WYSIWYG editor and Momentum™ Template Markup Language**

Your channel management team can edit your portal content quickly, simply, and safely. You select to whom Content Admin rights are assigned and they can log in to the PRM platform to edit content in place. No web development experience required. Momentum, along with our Segment AI, makes it simple to add dynamic content that only appears to partners in the right tier, geography, revenue level, etc. The result is fresh, highly targeted messaging to efficiently keep partners engaged and enabled.

• **Impartner's powerful Channel Flow™ workflow engine**

Your channel admin team can update your business processes and workflows in real time in response to the changing needs of your business. Route your incoming program applicants automatically, gaining regional approval prior to send to CFO. Craft an onboarding communication plan for new program members and guarantee that they stick to it. Define the criteria for automatically promoting a partner's tier from Silver to Gold. Assign your leads with a clock ticking – if not followed up on quickly enough, they can be retired and reassigned.

## Partner Lifecycle Management

The toolset in Impartner PRM helps at each critical step of the partner life-cycle, from recruiting all the way through performance management. This set of powerful solutions brings the right partners into your program, ramps them quickly to revenue production, enables them as a powerful amplification of your marketing reach, and facilitates a real-time interaction with partners to see who is producing top results and where performance improvements are needed.

### The Impartner PRM Lifecycle



The portal is fully customizable with your company branding, as these examples show:



Or choose from multiple design layouts and add your logo and your content. With our highly engineered Velocity 3-step onboarding process we can have your PRM instance fully launch ready in as few as 14 days.



**Preferences**

Wizard to set technical specs, design/layout, and CRM configuration



**Content**

Our simple template maps, page by page the content partners need to be successful



**Contacts**

Use our Data Import Tool to bulk add your existing partner database from Excel

**TOO MUCH REVENUE IS ON THE LINE -THERE'S NO EXCUSE FOR A BAD PARTNER EXPERIENCE!**

If you don't give your partners a perfectly personalized and easy-to-use experience with your company, you can bet your competition will. The Partner Portal is the front door to that relationship. Impartner PRM includes the tools necessary to personalize the experience partners have with your company:

- *SegmentAI to dynamically define your different audiences*
- *Powerful CMS for editing your content to keep it fresh and relevant*
- *Channel Flow to automate communication and processes*
- *SmartContent to revolutionize your asset library*

**CRM Integration –don't settle for anything less than real-time**

Many smaller PRM tools only offer a connector or batch sync of your precious leads and opportunities within the channel pipeline. This leads to suboptimal conditions where your partners and channel management team aren't seeing the same data. Don't put your data integrity at risk. Impartner PRM has secure, tried and true integrations built with all the major CRM providers –and all are deployed with a real-time data sync.

**Return on Investment**

Industry Analyst group Frost & Sullivan estimates that companies who adopt commercially available PRM software (like ours!) generate an average of \$8m - \$9m incremental revenue in the first year alone. This has certainly proven to be the case at several of our customers, one in particular saw a 90% increase in channel revenue in the first year and 120% by the end of the second.

*Where does this come from?*

- **Cost Savings.** Forrester Research reports that for every \$1 spent on a commercial PRM solution, companies will save \$10 of manual labor costs. No more time spent managing your partner channel with email and spreadsheets.
- **Increased (and better qualified) Partner Applications.** CRN reports that 86% of channel partners choose their vendors based on the portal experience. Put out an excellent welcome mat and you will naturally attract more and better partners.
- **Increased partner engagement.** Signing up new partners is only the first step. You need them to actively engage with you, and a good portal experience is the key. Allowing partners to register their deals with you means higher margin for them. Pushing qualified leads through your portal to your partners makes your portal the watering hole for your channel. Giving them targeted content and communications enables your partners to be efficient and effective.

**What Our Customers Have to Say**

Impartner PRM is trusted by companies of all sizes, business needs, and verticals. From aggressive startup companies just launching their partner program to many of the world's largest companies with some of the most complex partner networks —and several who have top data security standards. Impartner PRM is proven, with millions of partners logging in through our portals worldwide. Read what they have to say:

“The data is integrated into Salesforce, so our channel and field sales organizations can view what the channel partners are submitting without having to learn a new interface. Our decision to go with Impartner was the right one.”

Lisa Varnell, A10 Networks, *Channel Marketing Programs Manager*

“Impartner was the perfect choice for us in that we're in this together. We're developing features together and we are improving together. Impartner is coming up with things we could only dream of.

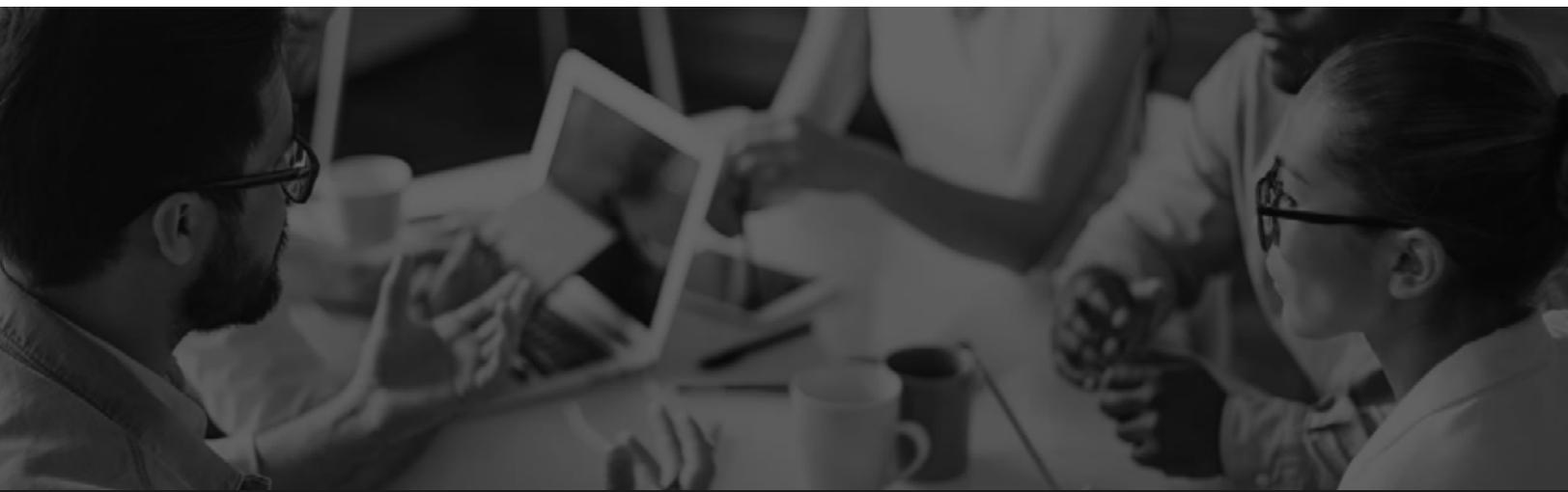
Armando Valim, National Instruments, *Director of Global Partner Programs*

“The PRM solution was critical to the rapid expansion of our channel program, and Impartner is absolutely a key partner in that growth. Our deal registration numbers climbed 275 percent in 6 months.”

Bruce Milne, Pivot3, *Chief Marketing Officer*

“In 2017, I put together a stretch goal to increase our pipeline influence 30 percent over 2016, and thanks to efficiencies, our ability to broaden our partner base receiving leads and onboard new partners, we were able to increase that nearly 200 percent.”

Liz Cope, Ingersoll Rand, *Director of Marketing Technology and Operations*



## About Impartner

With over two decades of experience in accelerating indirect sales, Impartner delivers the industry’s most advanced SaaS-based Partner Relationship Management solution, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. The best-selling, most award-winning pure-play PRM vendor in the world, Impartner provides the industry’s only out-of-the-box solution that can deploy an enterprise-class Partner Portal in as few as 14 days, using the company’s highly engineered, multi-award winning, Velocity™ onboarding process.

**Find out more!**

We’d love to show you more about how Impartner PRM can accelerate your channel. [Request a Demo](#) today.