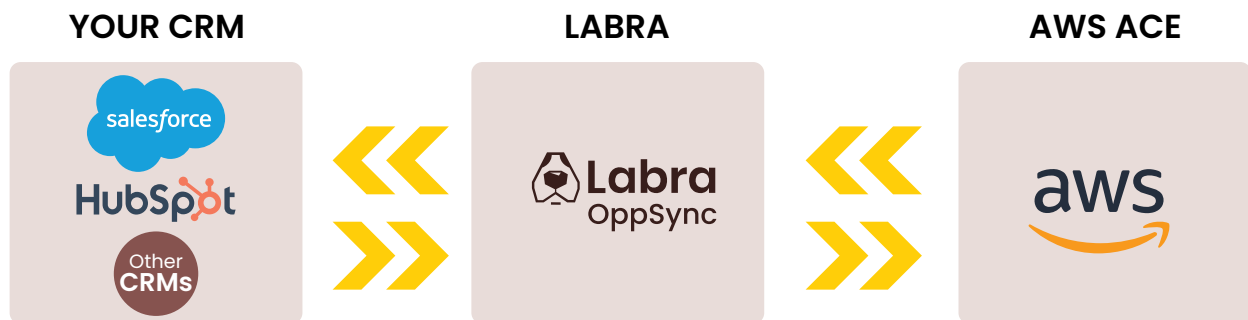


# Unblock your ACE pipeline and light up your sales dashboard with Labra OppSync

## SOLUTION BRIEF



## How it works

Labra OppSync unblocks the leads and opportunities in your ACE pipeline to increase the flow of AWS co-sell deals. Our CRM plug-in means your revenue staff work where they work, and our SaaS platform sits in between your CRM and ACE to make sure everything is synchronized, up to date, and visible.

## Who is it for?

### AWS ISV and Consulting Partners

The Alliance manager funds and operates Labra OppSync but it's the SalesOps and TechOps staff that will use it day-to-day.

## Why AWS Partners use Labra OppSync

Co-selling with AWS is becoming the #1 go to market. However, the reality falls short of the promise because ISV and Consulting partners struggle to manage their AWS pipeline:

1. Manually update both CRM and ACE.
2. Do-it-yourself automation.
3. Over-complicated procurement solution.

Labra OppSync is the only cloud-native, purpose-built, managed SaaS that lets you manage it all from your CRM.



*OppSync changed my life! NerdRabbit has been able to achieve 117% increase in Partner-originated opportunities.*

*And all this with just a few simple clicks. There wasn't a huge learning curve either, because Labra OppSync just adds some extra buttons and views so all that opportunity work can be done in our CRM. With just a few 15 minute sessions over a few weeks, NerdRabbit's CRM was integrated and synchronizing opportunities automatically with AWS ACE."*

**-Lead Account Executive, NerdRabbit**

## Benefits



### SalesOps register more opportunities

An easy pipeline is a full pipeline. Difficult pipelines put sales staff off from adding and updating opportunities.



### Raise your profile with AWS

AWS field salesz of hands.



### Make money while saving money

Friends don't let friends build their own CRM integrations. It can take you months to do it yourself, and CRM integration isn't your core-competency: it's ours.



### Better pipeline management

No more frustrating pipeline meetings where people don't know what's going on because your CRM has a new dashboard with near-real time data.

## Features



### Manage all AWS leads and opportunities from your CRM

Work where you work, not in someone else's CRM. We handle changes on the ACE end.



### Fully automated bi-directional data synchronization.

OppSync's smart sync engine auto-syncs event-driven data between both the systems and notifies with remediation info if something goes wrong



### Near-real time sales data and dashboard

Improve your weekly pipeline meetings with data that is accurate and up-to-date.



### No coding/No engineering team required

Its intuitive, web-based interface allows non-technical users to set up the integration on their own.



### Dedicated coach

Help from day 1 in analyzing your systems, providing recommendations, taking care of heavy lifting, and following best practices with your team.



### Data security

Sensitive customer data is always secured following AWS security best practices.

## About Labra

Labra helps partners to co-sell better with AWS and grow their business: improving sales operations with AWS field sellers and launching products and private offers on AWS Marketplace.

The Labra Platform is a SaaS platform for AWS partners that helps to integrate and automate a lot of the hard work between AWS co-sellers, the AWS Marketplace and buyers.

Unlike other co-sell platforms which add more partner portals, Labra aims to reduce the complexity and number of portals and focus on the partner's CRM. This saves time and money, lowers the learning curve and powers the partner's flywheel to grow their business.

Get started with Labra Platform.

[labra.io](https://labra.io)

