IMPARTNER

Top Reasons
Why You Need
Impartner to Power
Your Channel

In today's multifaceted and competitive channel landscape, running an effective program has as much to do with the people leading as it does with the solutions behind the leaders. To be successful, leaders need solutions to help them master every area of channel management.

To be exact, channel leaders need solutions that can:

Increase efficiencies across the channel related to onboarding, training, and lead management, among others.

Drive program optimization through data-driven planning, budgeting, and performance analysis.

Accelerate channel growth across new and emerging audience segments at the speed of now.

As a market leader, Impartner handles the above and more while putting the partner experience at the forefront of channel management.

Within this guide, you will discover why leading organizations and analyst alike favor Impartner to power channel success. From starting a channel program to scaling, Impartner solves the very specific and common pains that companies face when managing partners, resellers and distributors. In result, Impartner customers report an average increase in channel revenue of 32.3% within the first year of deploying our platform. **Ready to learn how?**
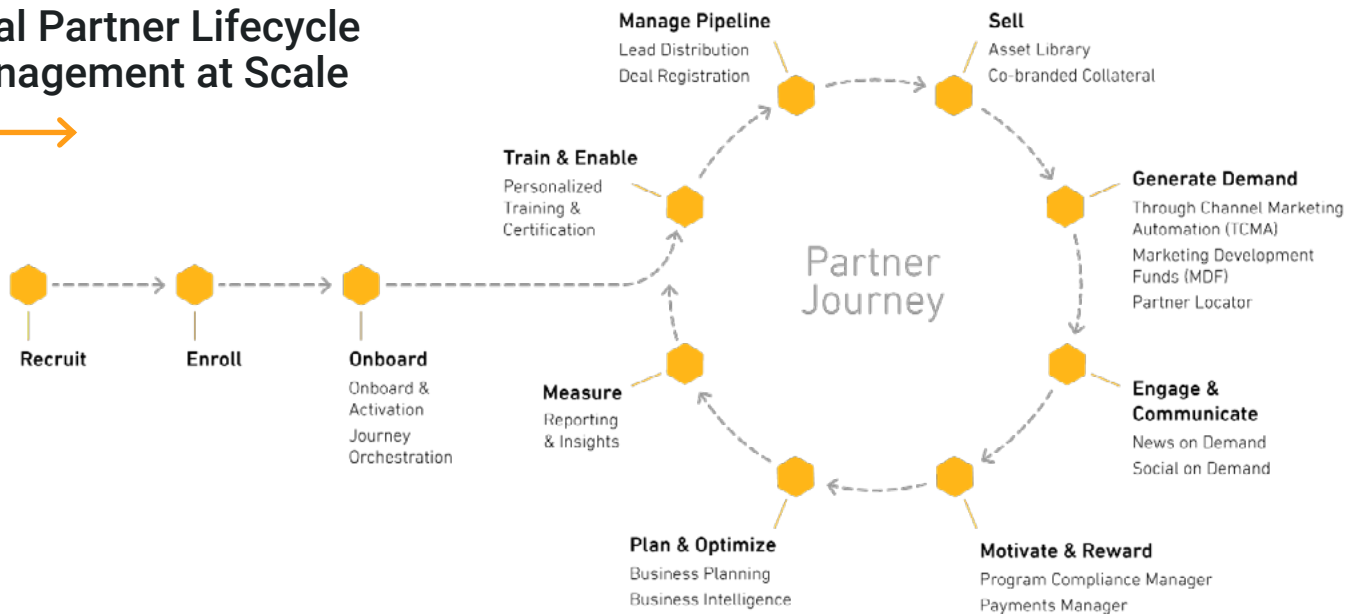
The Age of Partner Experience

With increased competition for high-performing channel partners, it is more important than ever to provide partners with a perfectly personalized experience. Through Impartner, personalization extends from the portal experience to partner content to deliver upon right message, right audience, right time across all markets. This level of personalization establishes an unmatched partner experience that helps attract and retain high-performing channel partners.

Our Platform Gives You Total Partner Lifecycle Management at Scale

Recruit

Enroll

Onboard
Onboard & Activation
Journey Orchestration

Manage Pipeline
Lead Distribution
Deal Registration

Sell
Asset Library
Co-branded Collateral

Train & Enable
Personalized Training & Certification

Generate Demand
Through Channel Marketing Automation (TCMA)
Marketing Development Funds (MDF)
Partner Locator

Partner Journey

Engage & Communicate
News on Demand
Social on Demand

Measure
Reporting & Insights

Motivate & Reward
Program Compliance Manager
Payments Manager

Plan & Optimize
Business Planning
Business Intelligence

Partner Onboarding, Engagement, & Enablement

1 **Solution Focus:**
Journey Builder

Are you struggling with low portal engagement? Do you have partners that sign up and drop off into inactivity soon thereafter? Do you launch new content or tools on your portal and struggle to get partners to engage? The cost of recruiting and onboarding partners is wasted if they are simply placed at the front door of your portal and left wondering what comes next. Partners who struggle with their first impression of your portal and feel that it is too difficult to do business with you will quickly go inactive.

Getting your partners onboarded and provided with portal credentials is only the beginning. You need to truly guide each partner through the behaviors and experiences that will drive them to their first dollar of revenue generated for you. Doing so with sophisticated automation is what will set you apart from your competition.

Journey Builder is a ground-breaking solution that moves beyond the basic automation of transactions to automating the enablement experience of partners. With its consumerized, "help-ticket free" interface, you can curate your partners' journeys through every stage of their lifecycle.

Journey Builder gives channel managers a low-touch, scalable, repeatable way to automate their partners' journeys — taking the 'success roulette' out of the process and delivering consistent results from every partner. The simple, linear, intuitive interface is designed for channel managers, not IT, putting journey control in the hands of those closest to partners.

With every partner knowing exactly what next steps are expected of them along with full reporting on the progress of every partner within every dynamic journey you created, channel managers have the tools in place to fully optimize partner success. Once successful journeys are identified, they can be applied at scale to accelerate partner enablement and channel revenue. Further, journeys can be edited, adjusted, or removed at any time making it easy to instruct partners dynamically.

Automation of repeatable channel management functions accelerate growth while helping partners consume relevant content at each stage of the partner lifecycle. Impartner customers that have leveraged onboarding using our unique Journey Builder automation report a 41% increase in partner engagement within the first year of use.
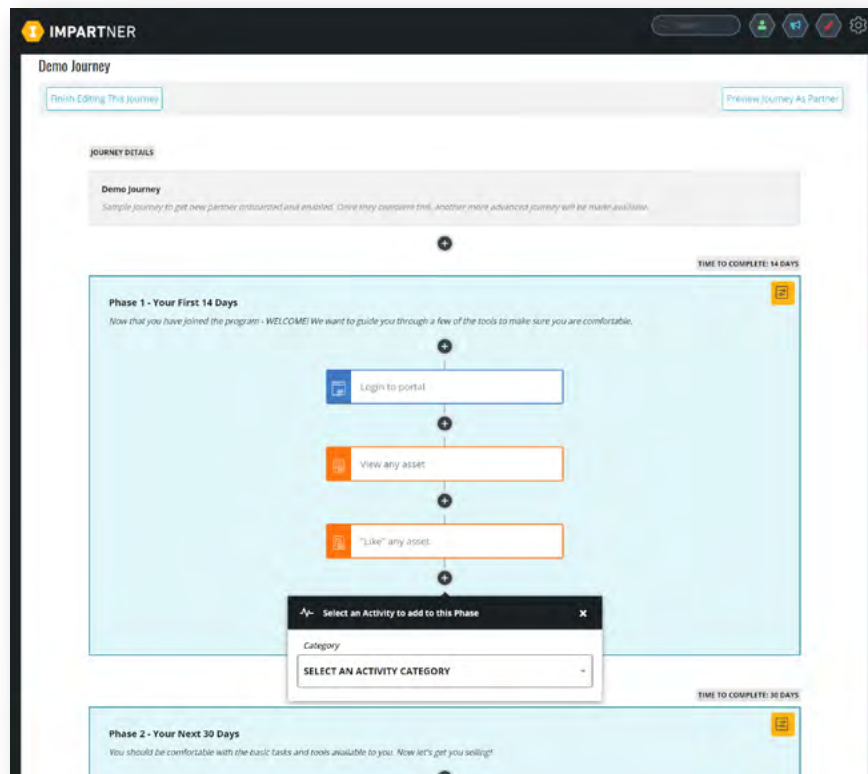
Partner Perfomance Management

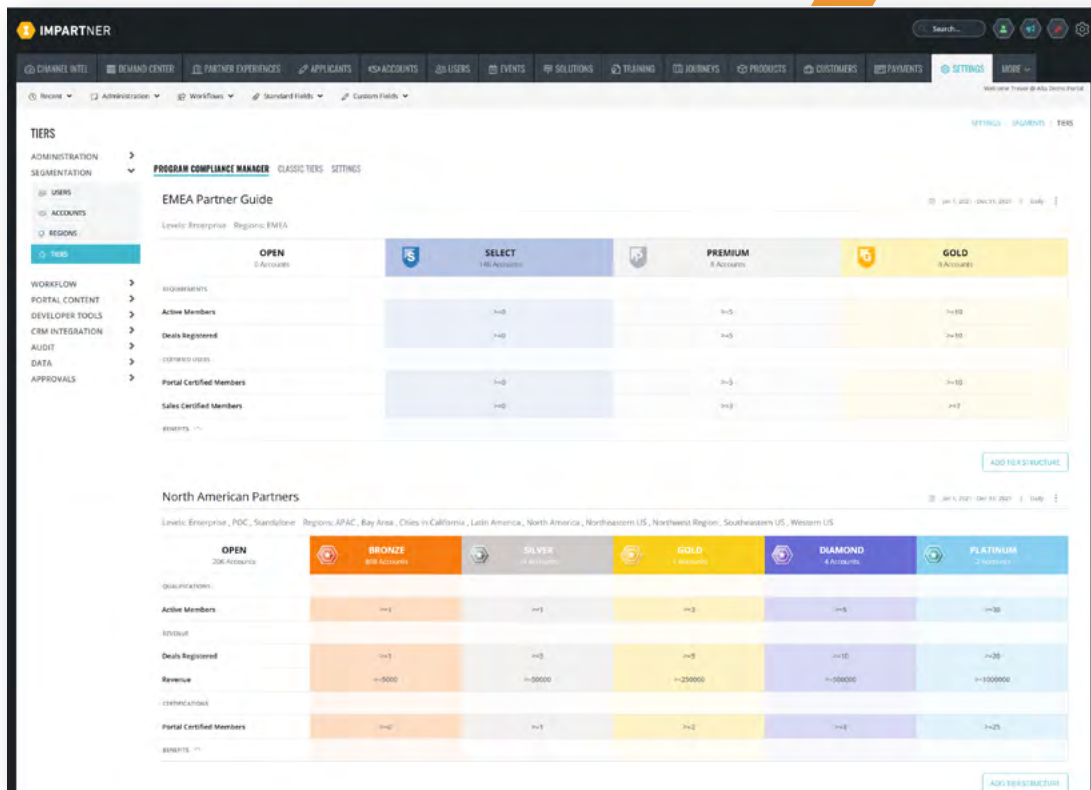## 2 Solution Focus:
Program Compliance Manager

Do you have different tiers of benefits for partners? Channel admins and operation managers spend endless hours managing their programs and the compliance associated to each one. Often, due to this largely manual effort, commissions are paid out erroneously to partners because of inaccurate data. Several companies managing a channel have reported that a full-time employee spends their entire quarter calculating, assigning, communicating the tier status to each partner. These tasks take up most time near the end of months, quarters, and years. Many channel teams never implement program tiers – or any program compliance in general – due to the time and effort required to be successful.

In fact, a global study of channel pros revealed that program compliance is plagued by heavy, complicated, and manual administrative burdens causing partner tier status communication to be generally cumbersome and overpayment to too common. In this study, 60% said they lack confidence partners are tiered correctly and 78% of those that lack confidence in tier accuracy said they may be mistakenly overpaying their partners by up to 20%.

Impartner's Program Compliance Manager automates your tier requirements to calculate and correctly assign tiers to every qualifying partner based on the evaluation cycle you specify. The criteria and requirements that you've configured for each tier are clearly displayed to partners so that they know exactly where they currently stand, the benefits for which they qualify, and what it takes to achieve the next level of benefits.

Partners are motivated to perform when they are able to track their current progress and know what additional benefits are awaiting them at the next tier, which in turn boosts your overall portal engagement. When used, Program Compliance Manager reduces program administration costs, commonly providing the savings of a full-time headcount.

Having Program Compliance Manager in your channel tech stack results in lower administration costs. **Within the first year of use, Impartner customers have noted a 29% decrease to their administrative spend.**

Adoptable Through Channel Marketing Automation (TCMA)

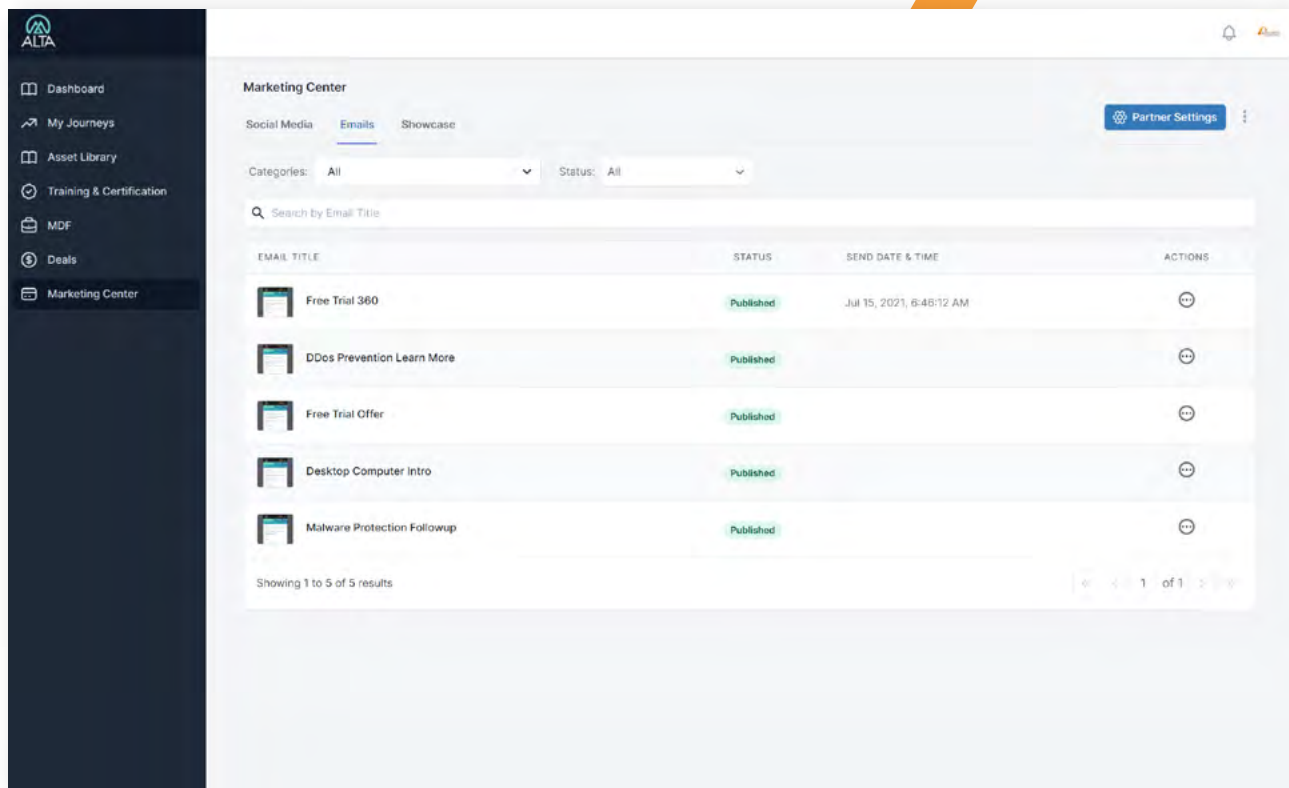**3** **Solution Focus:**
TCMA Demand Generation Center

Are you generating quality leads for your partners today? If you are using a TCMA solution currently, how well have your partners adopted it? Companies worldwide have hungered over the promise of amplifying their message through their partners. However, the dirty little secret of other TCMA solutions is that partner adoption has been low, VERY low. This is because most partners lack the resources to use or take advantage of the valuable TCMA marketing tools provided to them — it's too complex and time consuming to manage.

Also, other TCMA tools generally lack dependable lead attribution, causing campaign ROI to not be clear and you struggle to know where improvements could be made, or which campaigns are the most effective.

The Impartner TCMA Demand Generation Center is a powerful way to remove the barriers of adoption to amplify and promote your marketing message. Our TCMA tools make it easier, more

automated, and more scalable for you to do the work FOR your partners. In a single pane of glass, you or your partners can see and use all the campaign elements you've created — emails, social posts, and promotions — and quickly and easily launch campaigns. Partners may even take advantage of the "set it and forget it" approach by opting in to automating the execution of the email and social campaigns, allowing them to sit back and enjoy the leads being generated and assigned to them with no additional effort.

Shifting the focus of TCMA from providing partners with campaign "ingredients" and services to build and run their own campaigns to running fully automated co-branded campaigns on behalf of your partners will maximize your market reach and lead generation as you boost the accessibility and thus partner adoption of TCMA.

# Digital Channel Scalability

4 **Solution Focus:**
Google Ads for the Channel

Are you using Paid Media TCMA to generate leads? Have you ever tried or thought about extending Google Ad campaigns to your partners? The digital revolution has created a massive shift in the B2B customer journey where buyers complete over 75% of their research online before reaching out to vendors or resellers and search tools are the #1 resource used during the customer research journey. This has caused more and more partners to want to expand their digital marketing and they need your guidance to market your products. You may have tried a manual approach to extending Google Ads for your partners or have struggled to find a solution on the market that provides a scalable solution to providing this capability to your partners. As a result, partners may have tried to create Google Ads on their own, but without a coordinated approach to generating leads from Google, your costs go up and overall efficacy to fall as you inevitably end up with keyword bid wars with your own partners and even between them.

Impartner and Google have developed a unique solution to help channel marketers run fully automated, co-branded Google Ad campaigns with their partners at scale. Google Ads for the

Channel produces invaluable end-consumer data which you can then use to make better-informed global marketing decisions across the board. Our solution guides you through setup for each participating partner and drives all resulting leads to your partners while avoiding bid wars for top keywords. Our solution has the capability to connect the partner campaigns to your corporate website to retarget the corporate website visitors (hot prospects) with our Partner Google Ads campaigns. Our AI component makes the solution fully scalable as the optimization of the Google Ads campaigns are 100% automated based on the Big Data of all participating partners.

One industry leading company that deployed Impartner's Google Ads for the Channel realized an **increase in leads generated by 500% with the same budget within the first year.** Results like that are likely why Jay McBain of Forrester called Google Ads for the Channel 'the crown jewel' of Impartner's TCMA solutions.
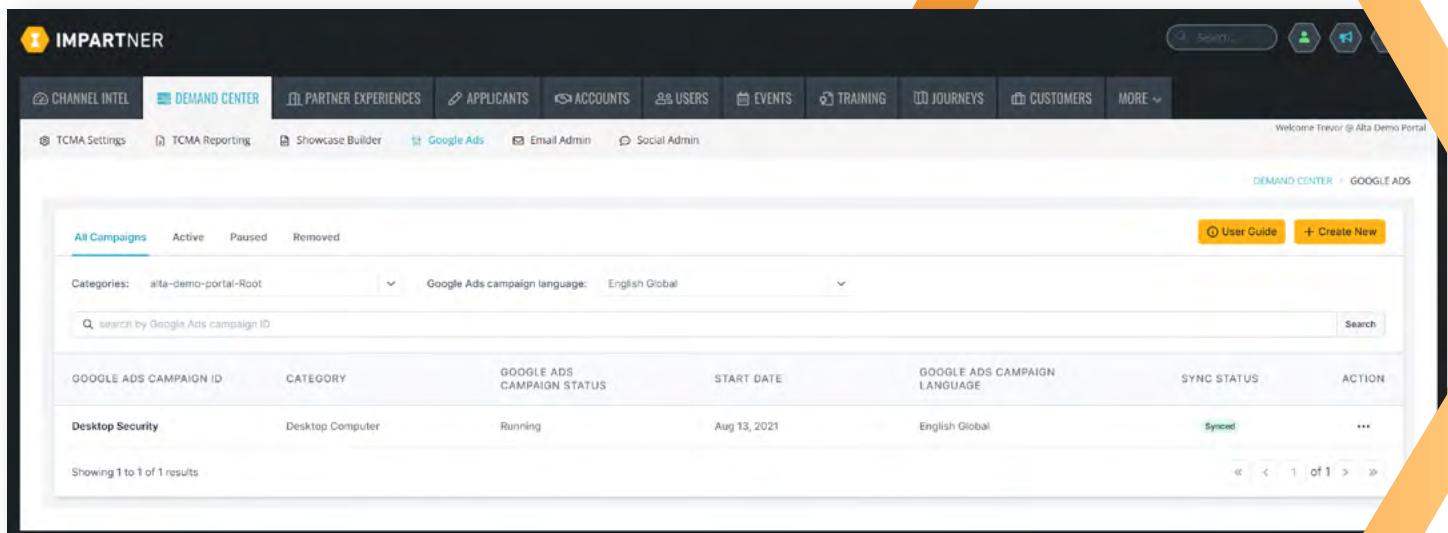
Data Integration, Integrity, & Extensibility

5 Solution Focus:
### CRM Sync & Custom Objects

How many disparate solutions are in your tech stack? Do you have a smooth user experience to surface those tools to your partners? If you are using a CRM, you will need to integrate partner pipeline data quickly and easily to help avoid channel conflict and have one source of all sales information – both direct and indirect. To accomplish this, the good news is you don't have to force your partners into your CRM platform, which was definitely not created with them in mind. In the competitive world of channel business, having to wait hours or even minutes for your batched data to "sync" can mean winning or losing a competitive bid.

Impartner was the first PRM vendor to integrate with Salesforce CRM and remains **the only PRM vendor that integrates in real time with all major CRM platforms, including Microsoft Dynamics, Zoho, and HubSpot**. When your CRM is the "system of record" for your channel business, having real-time access to the data is critical.

Impartner's CRM Sync feature provides a robust, fail-safe data sync that escrows everything and can "self-heal" if there is an issue in data transmission and is one of the only integrations of its kind that allows you to have the precise control you need to ensure only partner pipeline data is shared, reducing the risk of exposing non-channel data to audiences who have nothing to do with partners.

Have the need to create new functionality beyond what comes out-of-the-box with PRM? No problem – Impartner allows for code-free customization, including an exclusive create-your-own module feature, as you can create custom objects and fields with matching portal content to expose the data to partners. This enables channel managers to meet unique business needs. The possibilities are endless, and the setup is simple. The good news is you won't need IT to enable this kind of unmatched scalability and extensibility.

Impartner also has other self-service integration tools such as our SSO configuration tool to connect PRM to identity providers like Okta or webhooks to sync data from PRM to any external system. In the end, you can create a best-in-class partner experience with a "single-pane-of-glass" view of the partner channel regarding leads, program status, MDF allocations, training requirements and more.
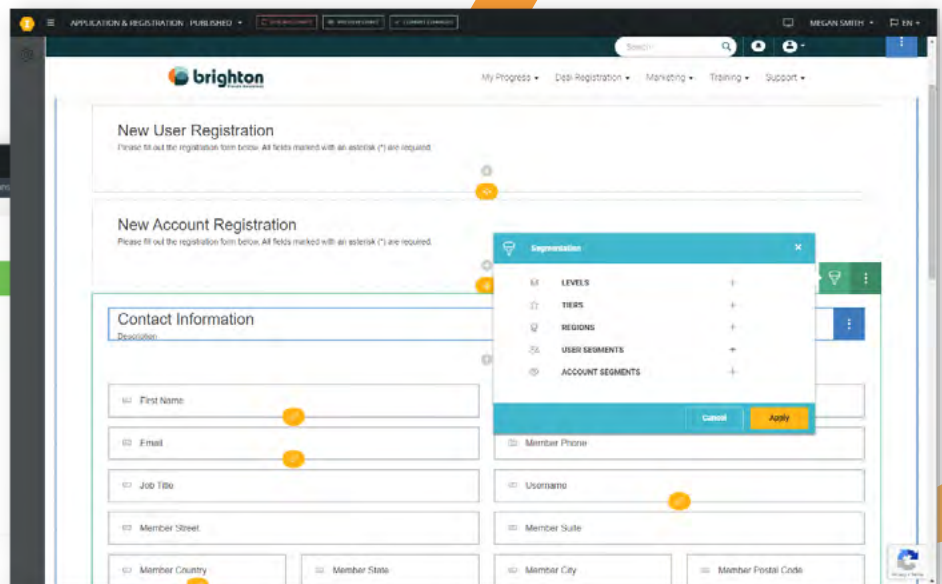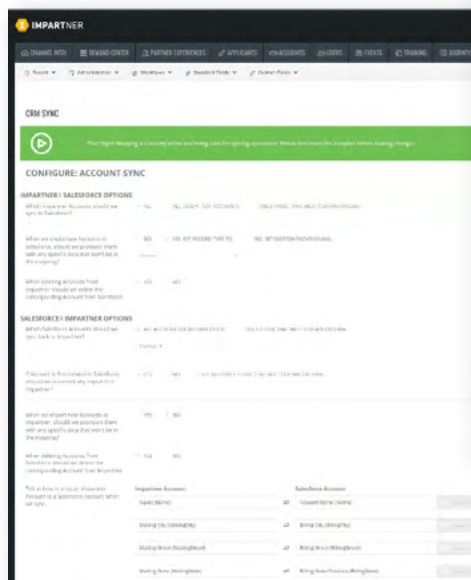
# Market Development Funds & Fulfillment

6 | **Solution Focus:**
MDF Budgets and Payments

Do your partners have a clear picture of all the MDF that you allocate to them? Do they regularly spend all the funds available for them each quarter/year? How do you pay out approved claims for those funds and communicate payment to partners? A common challenge in the channel is that partners don't clearly understand how much, if any, funds have been granted to them and what their current balance may be. This leads to almost 70% of allocated MDF going unspent, on average, and thus many missed opportunities. Very similar to that gift card collecting dust in your drawer that you don't know how much money is left on it. Also, when it comes time to pay out the approved funds, it's likely a disjointed process fulfilled by a separate system that may not communicate the payment status well to the partner.

Impartner's robust MDF application eliminates the time-consuming task of dealing with endless MDF paperwork – all requiring submissions, approvals, routing, and signing. The automated workflows offer a turn-key solution pre-built with industry best-practices, giving you pinpoint control from a common interface. Impartner MDF also solves budget transparency challenges by allowing vendors to load allocated funds into the partner portal view and the running balance is updated in real time as funds are approved and used. With a fully configurable, out-of-the-box tool, you save time administering, communicating, calculating, tracking, remembering, and tied to fulfillment of approved claims with MDF Payments.

In the end, you will greatly reduce the amount of unused MDF as partners have full visibility of the exact balance of funds available to them in real time.
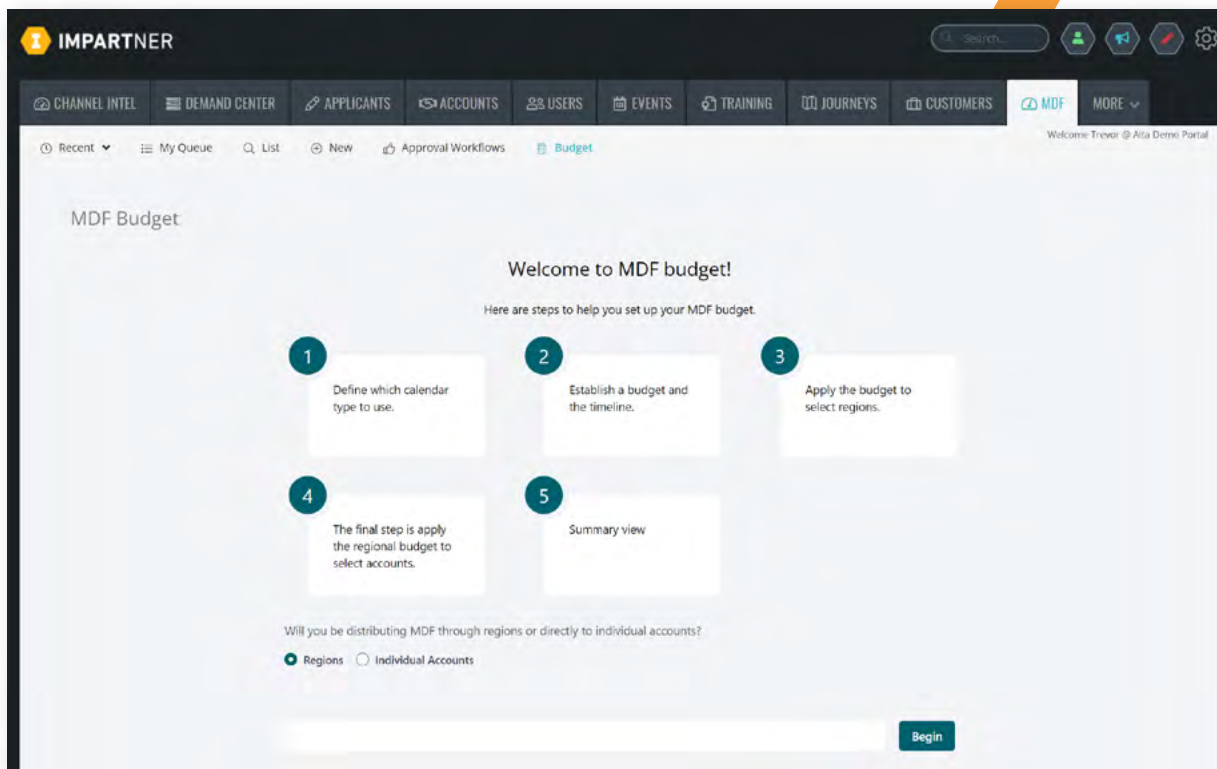
Personalized Partner Communications

7

Solution Focus:
News on Demand

Do you send newsletters to your partners? How long does it take to create each edition? How many languages do you translate each newsletter into? All channel partners are unique, but companies typically produce 'one-size-fits-all' communications which result in low readership and engagement. Depending upon the number of regions, partner types, languages, tiers, products sold – among any number of other factors – it can take an exponential amount of time and resources to create each newsletter edition. By the time the email arrives in the partners' inbox, the news is already stale. On top of that, as you add new users to the newsletter list, they miss all past content unless you put manual effort into creating a news archive on your website.

Impartner's unique newsletter platform, News on Demand, allows you to share news via a collection of articles with specific audience settings for each instead of the traditional static newsletter. Your users receiving the email have preference settings to define which type of news articles and how often they'd like to receive them. The article creation process is simple, without the need for any HTML development, and well-defined processes drastically reduce the effort to get content translated and approved. The result is you're sending out dynamic newsletters personalized to each user in a highly cost-effective manner. News on Demand also comes with a news portal, which acts as an automated news archive where partners may search and view all past articles – only being able to see articles that matches their audience settings, of course.

This enhanced communication experience consistently delivers nearly **TWICE the audience engagement** than the industry average as it puts your users – whether they be partners, employees, or customers – in control of their news feed.
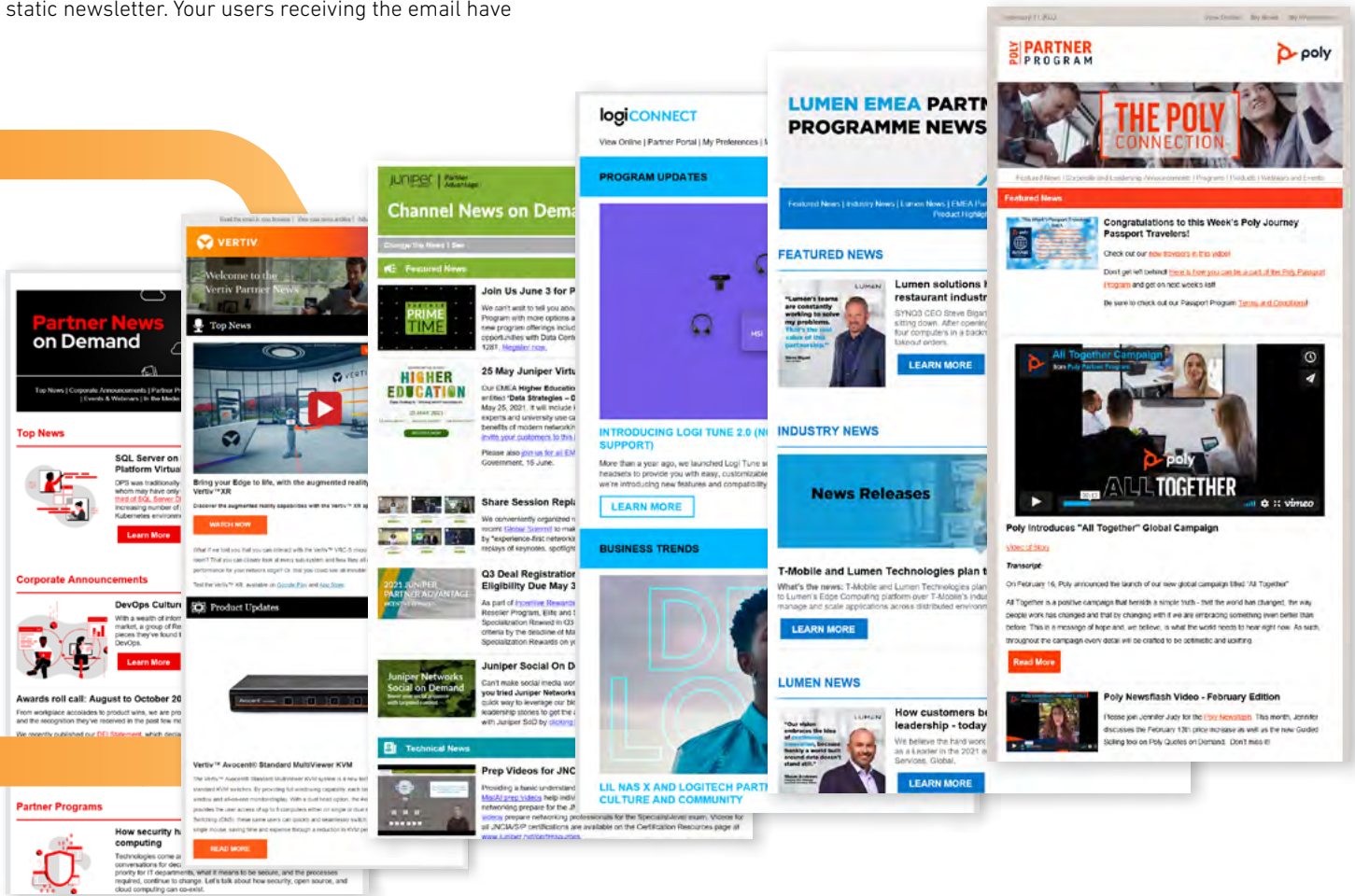
Performance-Based Business Planning

8 Solution Focus:
Impartner Business Planning

It's said that without goals, and plans to reach them, you are like a ship that has set sail with no destination. This is especially true for your partners. Unclear partner performance tracking is an all-too-common scenario found across channel teams worldwide. In many cases, a quarterly business review (QBR) with the partner leaves channel managers confused and partners unclear of where they stand on goals, performance, and success. Then comes the next QBR session to review attainment and possibly some difficult conversations as things were lost, forgotten, or misunderstood.

With Impartner's Business Planning application, you can collaborate with partners to create business plans that are posted for the partner to view plainly within your portal at any time. Plans are "live" and built to support any automated calculations – such as deal registration, revenue, or training goals – to track progress toward set metrics in real time along with the option of updating progress for any offline activities established for the given time period.

With business plans always available and up to date to both you and your partners, you will avoid those unpleasant QBR surprises while boosting your attainment because of the clear tracking provided. The proof is in the fact that our customers report an **average 26% increase** in number of partners improving their performance and **50% increase** in CAM's ability to meet quota within the first year of deploying the Impartner platform.

Channel Insights & Analytics

9 Solution Focus:
Channel Intel

Are you able to easily identify your top performing partners and what they have done to become successful? What about which pieces of content or tools that you provide that are either effective or could use some improvement? Do you have a single system that can show you the overall health of your channel? If there was ever a situation where the old movie quote "if you build it, they will come" is far from reality, it's partner management and the tools you provide them. You need to stay on top of your key engagement metrics to keep track of where partners may be falling between the cracks and course correct as necessary.

Impartner's Channel Intel data analytics system delivers a complete data picture which uniquely answers the two golden questions of channel management: which actions drive revenue and what makes a partner profitable. Beyond the out-of-the-box

dashboards, Channel Intel opens the door to create personalized visuals and dashboards based on any data points collected in PRM. These visuals can be organized into specific reports that are easy to build, which may also include images, text, links and more. Schedule these reports to run on a specified interval to be sent to internal stakeholders or even top partner contacts.

Whether managing tens or tens of thousands of partners, channel managers are continually looking for the recipe for the perfect partner — the perfect set of actions which drive the most successful partners and ultimately, accelerate mutual channel revenue. Channel Intel delivers on that promise with a segmented distillation of partner data.
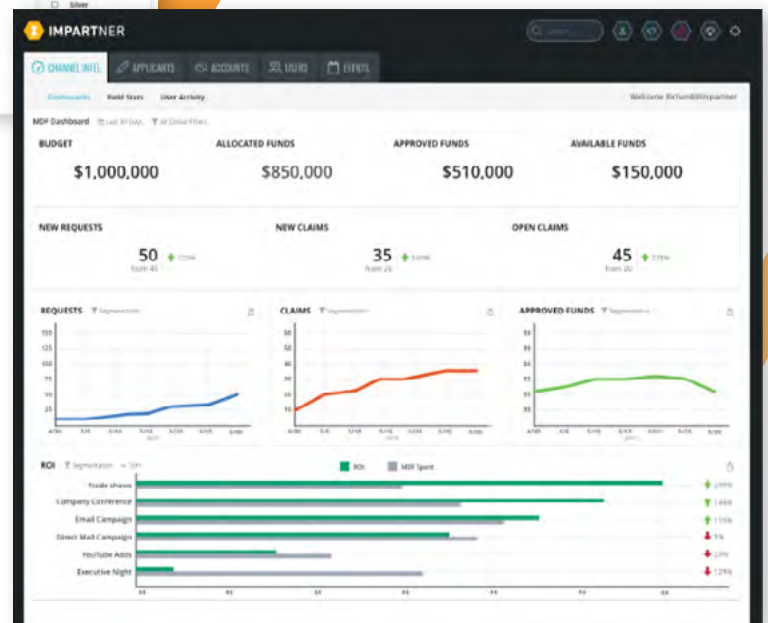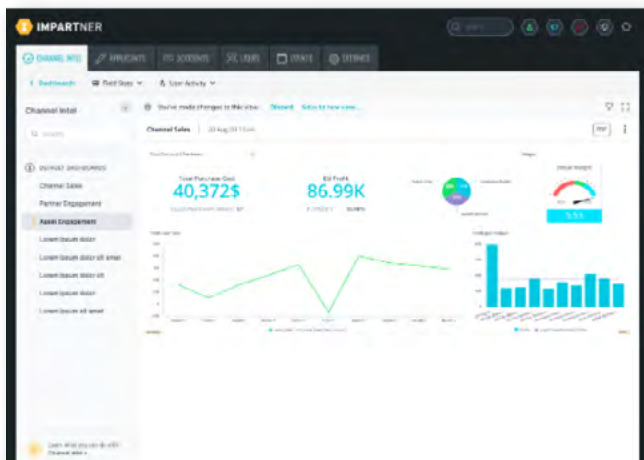
Let's Power
Your Channel

At Impartner, our business is helping you grow yours. As you can see, there are many reasons why leading channel programs trust Impartner to drive success across their reseller, partner and distributor networks. Providing total partner lifecycle management and best-in-class partner experiences, Impartner gives channel teams like yours a strategic competitive advantage at every step of channel management.

Whether your channel is just starting, scaling, or optimizing at scale, we have solutions to get there. So, are you ready to power your channel with a winning platform? Let's get going.

IMPARTNER

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