# IMPARTNER + AvePoint®

# Empowering AvePoint's Partner Ecosystem:
## Accelerated Growth and Streamlined Operations

AvePoint is a global leader in data security, governance, and resilience, and over 21,000 customers worldwide rely on our solutions to modernize the digital workplace across Microsoft, Google, Salesforce and other collaboration environments. AvePoint's global channel partner program includes over 3,500 managed service providers, value added resellers and systems integrators, with our solutions available in more than 100 cloud marketplaces.

> " With Impartner, we've built a platform that scales efficiently, increases partner satisfaction, and demonstrates our commitment to being easy to work with—ensuring we're the preferred partner to drive business growth."
>
> *Sam Valme, Senior Director, US Channel Sales*

## Challenge

Since its origins in 2001 to becoming a global leader in data security, governance and resilience, AvePoint has transformed  its business to include a partner-centric approach, driving significant growth and unlocking new opportunities.

AvePoint offers a comprehensive suite of tools tailored to over 3,500 managed service providers, value added resellers, and systems integrators globally, with solutions available in more than 100 cloud marketplaces.

AvePoint's partner strategy focuses on aligning partner incentives with business goals, engaging diverse partner segments, providing sales enablement, education, and support, fostering strong relationships through active listening and feedback, showing appreciation, and prioritizing mutual success by understanding and aligning with partners' business models.

Previously, AvePoint was managing many partner agreement types, trying to centralize deal registration and onboarding, and developing a global training program all while going public (the company is now listed on Nasdaq: AVPT). They rapidly deployed Impartner in five languages with minimal customization, creating and translating assets for a quick rollout.

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**Industry**
Software

**Location**
New Jersey, USA

### Results

→ **Revenue Growth:** Increase in channel-sourced revenue through enhanced partner engagement & support.

→ **Partner Onboarding Time:** Reduced to seconds using click-through agreements.

→ **Streamlined Asset Distribution:** Delivery time reduced by 90%, enabling multi-language translations & usage tracking.

→ **Multi-language Global Rollout:** Successful launch in 5 languages using ready-to-use modules.

→ **Partner Certification:** Reduced times to 2–3 hours significantly improving efficiency.

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## Solution Use
### Impartner PRM

- **CRM Sync:**
  easy, self-configurable integration

- **Dynamic Forms & Workflows:**
  scalable partner management

- **Deal Registration:** accurate pipeline management

- **Asset Library:** unlimited digital asset management

- **Analytics:** performance analytics and reporting

- **Content Management:** personalized messaging & segmentation tools

- **Single Sign On:** to an external Learning Management System (LMS)

## Platform Connections

Microsoft Dynamics 365

Sana

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Addressing these challenges enabled AvePoint to double the number of partners onboarded within the first year, improve partner retention rates, enhance operational efficiency through automation, and gain better visibility into partner activities. By integrating their Partner Relationship Management (PRM) platform with their Microsoft Dynamics CRM system for two-way communication, they established a more predictable and scalable partner ecosystem, supporting more aggressive hiring partner development managers and partner recruitment efforts.

## Solution

AvePoint chose Impartner's PRM solution to quickly establish a functional partner platform within six months, aligning with their CEO's strategic focus before their IPO. Impartner was selected primarily due to its ability to meet critical technical requirements, including seamless integration with Microsoft Dynamics CRM, which was a key priority in the decision-making process. Our out-of-the-box functionality met their tight timeline requirements.

Impartner created a functional specification document to map all program components to the portal's modules, outlining what was possible, what wasn't, and how technical elements like syncing, training, SSO, and data monitoring could be achieved. This document served as a strategy guide and configuration manual, evolving into a project management plan with a detailed board for tracking progress. The initial rollout focused on core features such as deal registration, SSO to an external LMS for training, branding, and assets, with additional features planned for the next phase.

AvePoint faced the added challenge of launching in five languages—English, Japanese, German, Spanish, and Dutch—requiring the creation, translation, and integration of assets, content, and systems. The Impartner ready-to-use modules accelerated the rollout, while the superior customer success and implementation support ensured the delivery of a seamless setup of these specifications driven by the deadline.

AvePoint values the ability to use click-through partner agreements for speed and efficiency, the asset library is critical for enabling self-service for their partner ecosystem, and the flexibility of custom objects, allows for innovative uses like developing a case management system to handle customer requests from partners outside of standard workflows.

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**Impartner has enabled us to unlock the untapped potential of our channel, equipping our sales teams with the right tools to provide the best partner experience."**

*Sam Valme, Senior Director, US Channel Sales*

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## Outcome

Impartner has significantly improved AvePoint's time savings and productivity across several areas. Partner onboarding now takes just seconds for most partners using click-through agreements. Asset distribution is now centralized and streamlined, allowing assets to be created once, translated into multiple languages, and efficiently distributed. This process cuts time by 90% and enables tracking of asset usage to focus on the most effective resources. Additionally, out-of-the-box training has reduced partner training and certification time from weeks to just 2-3 hours, saving substantial time and resources.

Impartner has enabled AvePoint to deliver an exceptional partner experience by streamlining infrastructure, automating processes, and centralizing templates, allowing partner development managers to focus on meaningful partner interactions. This efficiency has enhanced the quality of engagement, significantly increased channel-sourced revenue, reduced legal administrative time, and scaled investments in channel-focused sellers for more effective partnership management.

Product marketing has also been improved through enhanced communication with partners via the asset library and improved partner training via an SSO integration with a third-party platform, enabling the learning and development team to manage training more effectively.  In addition, their engineering teams can now scale infinitely by providing access to pre-recorded training and assets for easy reference.

**"** **Impartner's industry-leading solutions and responsive support demonstrate their commitment to our success. With the tools they provide, we're empowered to continually innovate and maximize the platform's value for AvePoint partners."**

*Sam Valme, Senior Director, US Channel Sales*

## Conclusion

**Through its partnership with Impartner, AvePoint has transformed its partner program, driving efficiency, scalability, and growth. From simplifying complex partner onboarding processes and streamlining global operations to enhancing partner training and engagement, Impartner has been instrumental in supporting AvePoint's evolution into a partner-focused business.**

The seamless integration with Microsoft Dynamics CRM, out-of-the-box modules, and exceptional implementation support allowed AvePoint to overcome significant challenges within tight IPO deadlines. By centralizing and automating key processes, AvePoint has drastically reduced time-to-value for partners, improved partner satisfaction, and enhanced operational efficiency.

This transformation has not only strengthened AvePoint's channel ecosystem but also positioned the company for long-term success by enabling better communication, faster onboarding, and a more scalable partner strategy. With Impartner, AvePoint continues to deliver exceptional value to partners, creating a foundation for sustained growth and innovation in the ever-evolving technology landscape.

## About Impartner

Each day millions of partners in nearly every industry across the globe access Impartner. Why? Because the partner experience matters and leading channel organizations agree. Impartner is the fastest-growing, most award-winning channel management solution provider on the market. Our partner relationship management (PRM) and partner marketing automation (PMA) solutions help companies accelerate revenue and profitability through their indirect sales channels at every partner lifecycle touchpoint. From partner training and certifications to communications, business planning, and performance compliance, Impartner handles it all and more with best practices and automation built in. Need to accelerate your partnerships?  **We're ready when you are.**

**IMPARTNER**

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