

EDISONAi

CASE STUDY



THE CHALLENGE:

BRIVO has an established Partner network in North America, but its Partner program needed a revamp to improve support for Partners and drive greater success. EdisonAI helped **BRIVO** identify how and where to prioritize time and investment to ensure it delivered the most value for both Partners and the wider organization.



APPROACH:

EdisonAI conducted a data-driven assessment of 92 of Brivo's focus Partners to gain insight into the potential of **BRIVO'S** Partner Ecosystem.

EdisonAI assessment methodology considers all aspects of partnership success, not just revenue metrics, but marketing, engagement, and enablement signals also to get a complete overview of the entire Partner experience.

EdisonAI evaluated 20+ attributes using a combination of system-based data, Partner surveys, and Account Manager surveys.



Impact:

- EdisonAI was able to use data-driven insights to recommend 6 key drivers.
- EdisonAI weighed and focused the budgets in favor of Maintain Partners, Invest Partners, Engage Partners and Accelerate Partners.
- Threshold amounts were set across individual groups, so the marketing budget was spread across Partners with the highest Performance scores.



RESULTS:

20+

Partner attributes were used in the assessment

92

Partners were assessed



EdisonAI created budget recommendations and activation planning methods for Partners within the distinct groups.

6

Key development plans to drive increased success from focus partners



CONCLUSION:

EdisonAI enabled BRIVO to categorize their Partners into 4 key groups; Invest, Accelerate, Maintain, and Engage, and create appropriate development plans for each group. The Focus Partners index score allowed BRIVO to identify correlations between metrics, prioritize Partners for support, and determine the necessary support measures.

We also uncovered key insights that will allow BRIVO to take positive action to improve the Partner experience, including developing a value-adding marketing program to help Partners take BRIVO to the market.

Overall, the assessment provided BRIVO with the visibility and insight into their Partner Ecosystem that they needed to pinpoint where to prioritize investment to better support Partners, identify areas that represent significant growth opportunities, and plan with confidence.

TESTIMONIAL:

“The EdisonAI project delivered data visualizations so we could quickly understand a vast amount of in-depth information about our Partner Ecosystem.

We have a great set of Partners; EdisonAI helps us understand our Partner’s potential and where we should best need to spend our resources. The tool also enabled us to create a successful Partner profile so we can go and find more Partners like them.

We have also used EdisonAI to identify who’s missing in our Partner Ecosystem. The process has been valuable to us, and we now want to do the same in EMEA”.

**KERSTIN DEMKO,
VP OF MARKETING, BRIVO**