

## **Nominee: Impartner**

---

### **Nomination title: Impartner PRM: The World's No.1 Solution for Managing Your Channel**

In 2017, the pressure to scale revenue is tremendous, yet the costs of scaling through hiring more direct sales people are prohibitive. Instead, companies have been turning in tens, and thousands, to the indirect channel as the most cost effective means of driving growth.

Yet, you have to have the right technology to manage your channel to optimize performance. Corporations worldwide are realizing the potential of Partner Relationship Management (PRM) to help them truly harness the power of their indirect channel through their partners. With the right technology, the indirect channel has an immediate impact on sales.

According to Forrester, for every \$1 you invest in a PRM, you save \$10 in manual labor costs. Frost & Sullivan says companies that implement PRM technologies, like Impartner PRM, generate an incremental \$9 million in revenue on average.

Impartner PRM 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. It is the most award winning PRM technology and the only turnkey solution that can deploy a world-class Partner Portal in as few as 14 days—the shortest implementation time in the industry—using the company's highly engineered, three-step Velocity™ onboarding process.

Impartner provides a world-class portal for partner management, onboarding, deal registration and analytics. The portal is customisable with a company logo, multiple design layouts, and content. Plus, it's mobile responsive and secure.

- A new global survey of Impartner customers shows the startling power of Impartner PRM to accelerate the performance of nearly every aspect of a company's channel performance: including average increases of 31 percent in revenue, 37 percent in partners' ramp to productivity, 53 percent in partner engagement and a 23 percent decrease in administrative costs.
- Impartner created the first PRM Content Management Solution and its Channel Flow™ Workflow with an inline WYSIWYG editor that makes it easy for channel teams to change content and workflow immediately and not need help from IT. Channel Flow puts the power in the hands of channel chiefs to manage the flow of their channel operations in real time.
- Unlike other PRM vendors, Impartner's hybrid-tenancy model includes single- and multi-tenant functionality, making it possible to customize updates for users and provide instant product and security updates.
- Impartner PRM provides an incredibly deep view into channel analytics, illuminating what's working or not.

- Impartner has announced a new 'channel-first' interface that gives channel managers a synthesized, personalized view of their individual region, eliminating the need to search through an ocean of data to find action items for their geography. In addition, customers are now able to deploy a PRM solution with or without a CRM.
- Impartner is the first pure-play PRM that extends native Salesforce™ price quoting capabilities to partners. The channel-friendly price quoting tool allows partners to extend co-branded, opportunity-based price quoting to end users - so partners can accurately, confidently and quickly move forward with closing deals instead of waiting for quotes.

#### Customer Results

- Highlight, Sitecore and Blackboard are UK customer that use Impartner PRM.
- National Instruments went live in 40 days, nearly doubled partners, increased leads provided to partners by 5X, increased net promoter score by 30 percent, increased channel revenue by 120%,
- Pivot3 grew its channel program by 400 partners in 12 months.
- SGI improved deal registration by 25%
- ViaWest increased partner applications by 30% in 6 months

Impartner has increased customers by 156 percent in the past year and has climbed to nearly 4 million users worldwide. The company also recently closed a \$15 million round of funding from Emergence Capital, the leading venture capital firm focused on early and growth-stage enterprise cloud companies. Emergence Capital investments include Salesforce, Box, ServiceMax, Yammer and Zoom.

#### **Why nominee should win**

According to Impartner's global survey of customers, Impartner PRM created average increases of 31 percent in revenue, 37 percent in partners' ramp to productivity, 53 percent in partner engagement and a 23 percent decrease in administrative costs.

For every \$1 you invest in a PRM, you save \$10 in manual labor costs. Companies that implement PRM technologies generate an incremental \$9 million in revenue on average.

Impartner has increased customer acquisition by 156 percent in 2016 and already 88 percent in Q1 alone -- key names include such companies as Xerox, Highlight, Ingersoll Rand, Sitecore, Ciena, Blackboard and Pivot3.