

# How to Transform Your Channel Business with Seamless Partner Management



## Introduction

Businesses today are more complex and move faster than ever. In order to keep up with the rapid pace of business, we are seeing companies both big and small rely on vast partner ecosystems to drive sales and and explore new markets. Partners can help you scale and maximize your existing business lines by extending the footprint of your sales force. They can help you enter new markets, regions and industries to grow in areas where your company might not be familiar. And partners can provide a new channel for selling your products.

A thriving channel partner relationship can mean a competitive advantage for any business that is looking to grow. But managing these partner relationships isn't easy.



At first it can seem simple: communication and leads passed through email seems to work out fine, and deals are closing. But as business grows and you need to grow your channel sales team; without the right tools, communication and transparency can slip, partners grow frustrated, and leads go cold. When critical information exists in fragmented systems, you lose productivity and some of the power that comes from your collaboration.

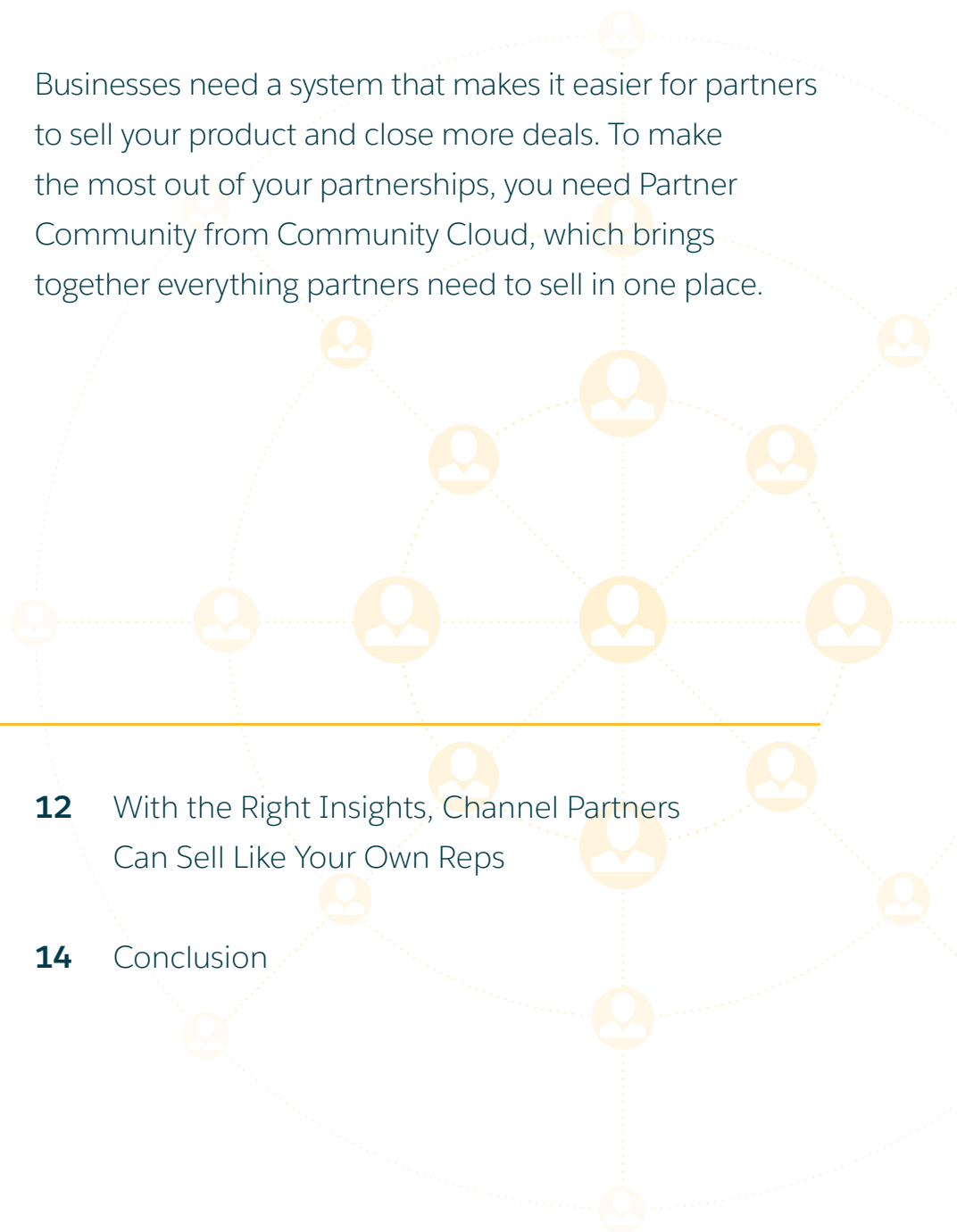
Businesses need a system that makes it easier for partners to sell your product and close more deals. To make the most out of your partnerships, you need Partner Community from Community Cloud, which brings together everything partners need to sell in one place.

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# A Community Makes Partner Selling Easier than Ever

**What are all the resources that partners need to be as successful as possible? We can think of a few:**

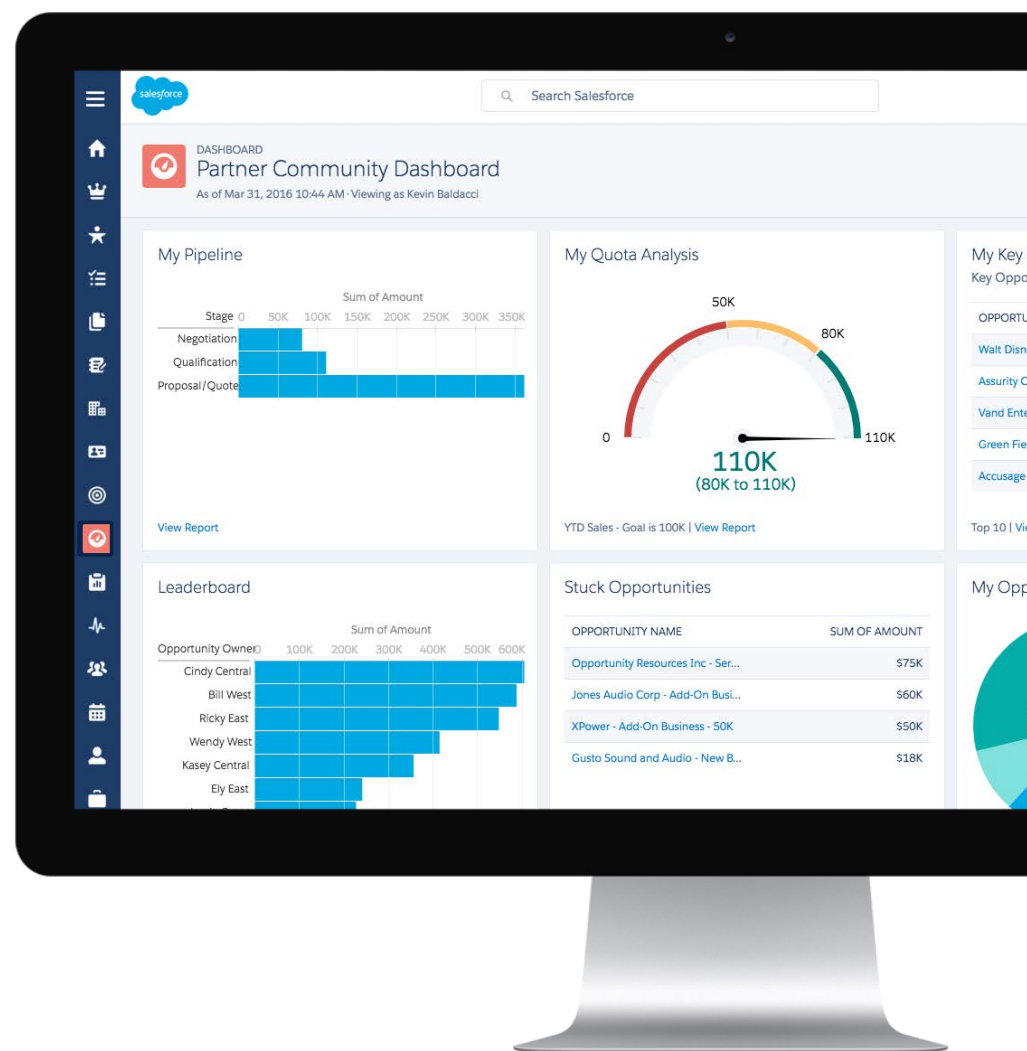
- Onboarding tools so they can get up to speed on your products, pricing structures, selling processes, and the goals of the partnership.
- Educational resources including training modules and certification tools so partners can become evangelists for your product or solution.
- A content hub with whitepapers, e-books and presentations that reps might need to close the deal.
- Co-selling tools, including lead registration and access to a current sales pipeline.
- Co-marketing tools to jointly manage marketing development funds, campaign budget, and tracking ROI.
- A single portal or source of contact for partners to seek help and support from product experts.
- Up-to-date analytics and easily accessible key metrics so all business decisions can be grounded in data.



Partners are often managing multiple vendors – not just you. Partners expect an effortless experience with access to instant information, personalization and one-to-one engagement. It's critical to partner success and sales growth that you meet their expectations so they focus their energy on selling your product or service. That means streamlining all of the aforementioned steps in one single location.

A partner community creates a bridge between two companies, combining joint business planning, shared pipeline, shared analytics, shared resources and more, all in one easily accessible, fully mobile and branded location.

With Community Cloud Partner Community, you can seamlessly integrate the entire partner lifecycle, and even third-party systems into one secure platform. When everything your partners need for success is accessible in one place, partners are prepared to sell like your own reps.





## Customer Spotlight: VMWare Makes Managing 75,000 Partners Look Simple

As the world's sixth largest software company and with a customer base of 500,000, VMWare is a powerhouse in the data center world. To drive new business and close deals, VMWare relies on a vast partner network – in fact, 80% of the company's revenue comes through channel partnership.

To create a one-stop hub for partners to access everything they need to learn about VMWare solutions (and how to market and sell these solutions), VMWare tapped into the power of Partner Community. VMWare

launched its Partner Central in 2009, and the community supports VMWare's entire partner ecosystem. Included within Partner Central is over 1,000 landing pages, 8,000 widgets, and over 5 million documents and multimedia assets – it truly is a single, self-service point of contact for anything a partner needs to be successful.

Now VMWare partners have a completely streamlined experience, including partner training, support, sales and marketing tools, so partners can drive demand for VMWare solutions and unlock bigger deals.



# Arm Partners with the Resources They Need in a One-Stop Shop

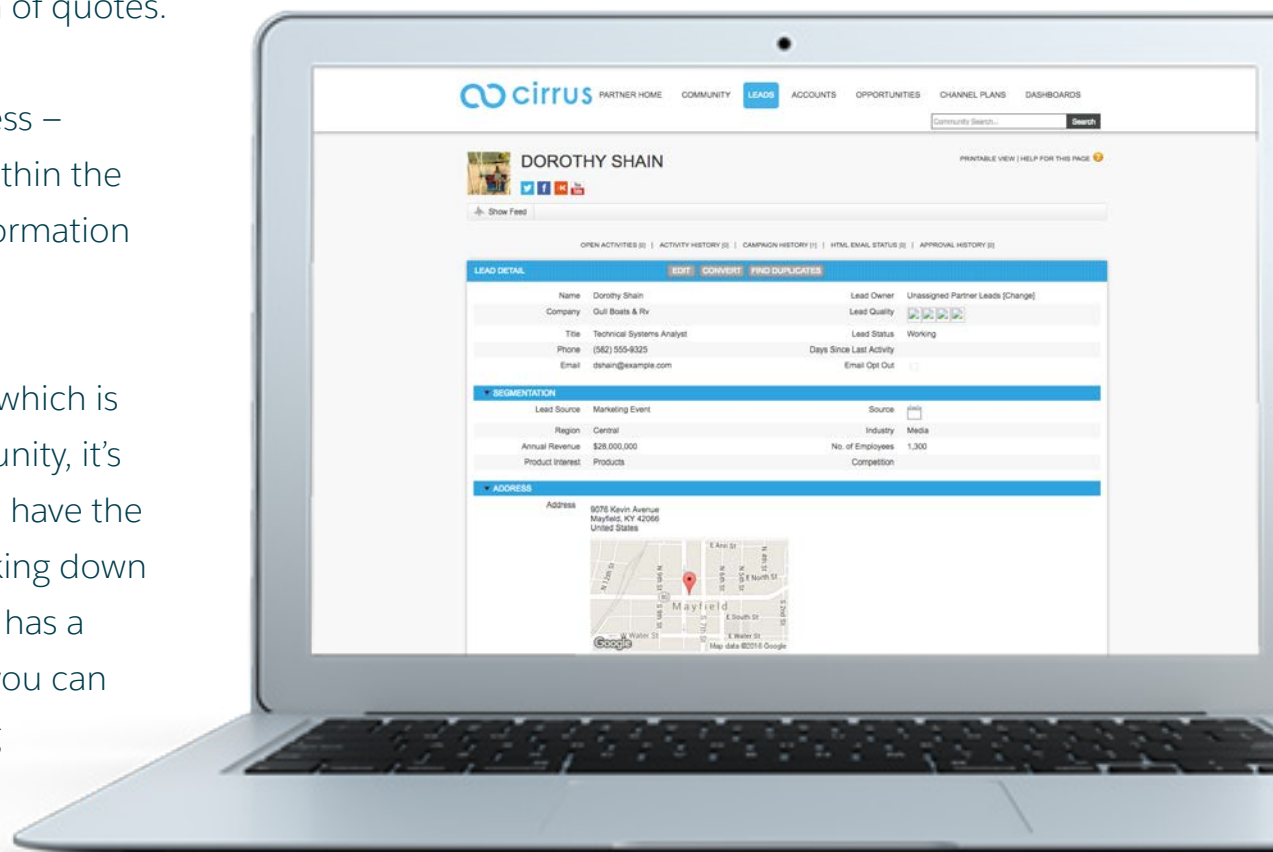
Your channel partners have a litany of choices when it comes to choosing a vendor with which to partner. One of the biggest differentiators that can set your business apart is how easy you are to work with so partners can sell smarter and faster.



When it comes to selling, time is of the essence. But when partners must access multiple channels to learn how to sell your products, register a deal, or submit a quote, you're adding precious hours – or even days – to a sales process where time is money. Delaying the process can lead to lengthy sales cycle times, decreased productivity among sales reps, and the loss of business opportunities that demand immediate return of quotes.

Your partners need a one-stop shop for success – that's where Partner Community can help. Within the community, partners can access all of the information they need to close more deals, faster.

Your team won't always have all the answers, which is why collaboration is key. With Partner Community, it's easier for partners to identify experts who will have the answer or resource needed. Rather than tracking down an email or a phone number, each individual has a profile that lists their role and expertise, and you can directly contact the individual without leaving the community and collaborate directly on an account.





No matter where they are, partners can access Partner Community from their mobile devices and contact experts, view files, or ask questions – anything they need to provide a quote or close a deal.

By boosting transparency within the community, you can make collaboration more seamless. When all the steps in the selling cycle are done within Partner Community, deal registration and lead approval is clear to all parties. Partners are paired up with the leads that are best suited for their expertise – with less conflict due to more fair lead assignment.

And with Partner Community you determine how much or how little information to share. Partners can access the information they need, but you control what information is visible and what's not.



## Customer Spotlight: How Canto Closes Deals with Partner Community



Canto designs the software that helps companies securely manage, distribute, and get the most out of their brand's digital assets. Canto invests heavily in building strong partner relationships – it's the “secret sauce” to the brand's success.

Canto used a standalone portal as one of multiple channels to engage with partners, but something was missing. Within the portal, Canto's partners weren't able to collaborate with other partners, as well as with Canto employees. The Canto Community now not only provides partners with a single point of entry into the organization, it also offers direct messaging and collaboration among members of the community so sales reps can identify the right expert to help them close the deal. Better yet, Canto can seamlessly

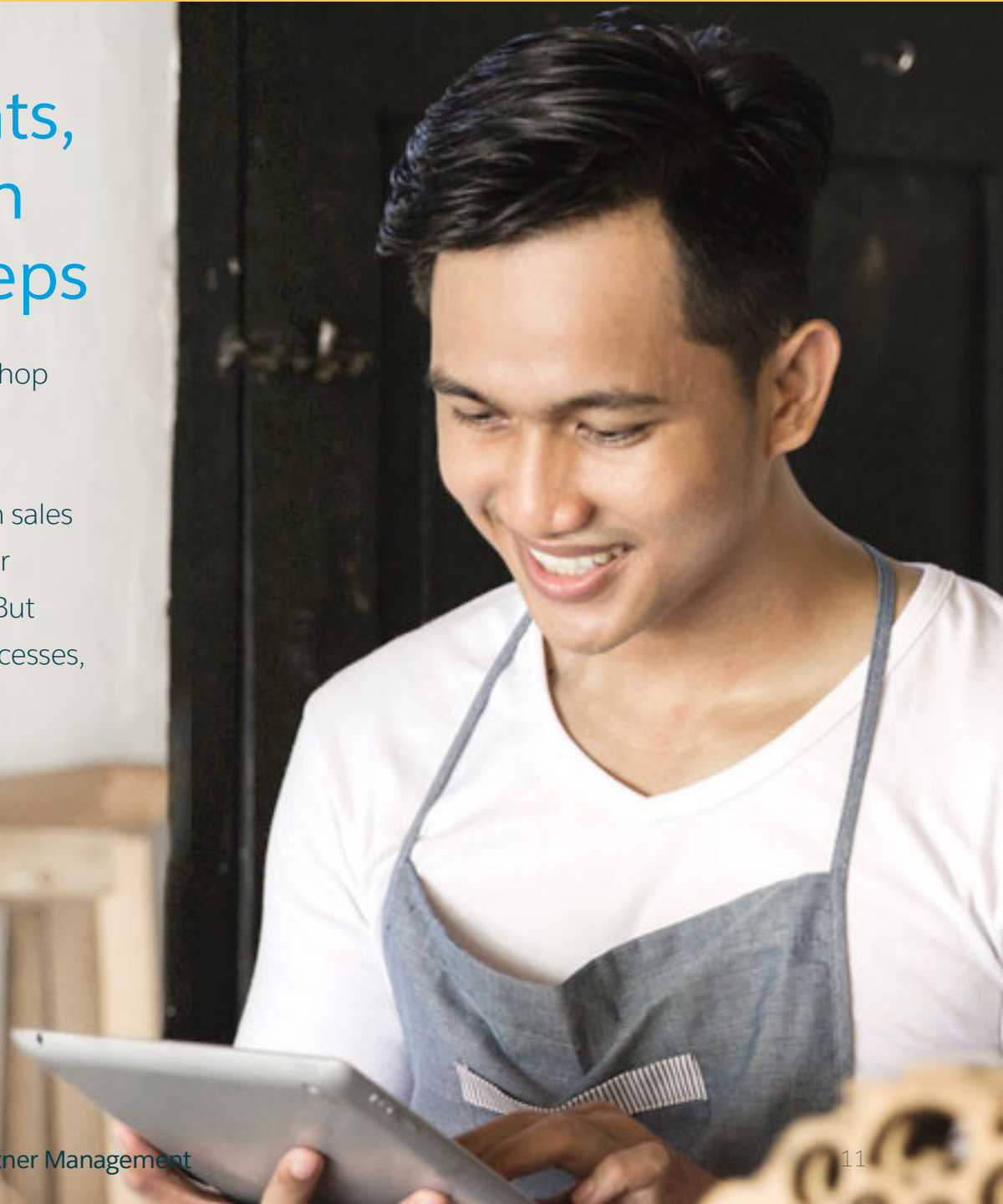
migrate its partner portal to Community Cloud in just a few weeks, thanks to features like Ideas, Groups, Knowledge, Files, and Topics available right out of the box.

The result? Canto credits Partner Community with a 60% increase in partner satisfaction and has seen a 30-40% decrease in email since moving communications over to the Canto Community.

With Partner Community, you can help reps spend less time wading through email and unnecessary paperwork and more time chasing deals. Partners can get the help they need quickly and efficiently and businesses have much greater visibility into sales pipeline and partner activities – it's a win-win.

# With the Right Insights, Channel Partners Can Sell Like Your Own Reps

In order for the community to truly be a one-stop shop for partner success, you need analytics and data in context to drive business decisions and close deals. When working with partners, just like with your own sales organization, analytics is a critical part of hitting your sales targets; decisions must be grounded in data. But legacy tools are slowing you down with manual processes, multiple spreadsheets, and disconnected systems.





You need to provide partners with the insight they need to drive more business, and these insights need to be transparent and personalized so you can build trust and partner loyalty. With the right intelligence, your partners can sell more and sell smarter.

Partner Community not only makes data storage and sharing simpler, it's also designed to make parsing through all of that data easy and accessible. Partner Community centralizes all of your most important information into one feed for easy, collaborative, and secure access to the data you need to keep your business moving. But that's only one piece of the puzzle.



# How Partners Can Win with Wave

With Wave Analytics for Community Cloud, you can give your partners the insights they need to drive sales. With the right numbers located in the context of the rest of the community, you can collaborate more effectively because every partner is always working with the most up-to-date numbers.

Wave for Community Cloud allows your business to share personalized Wave dashboards in the Partner Community. Your partners can see historical performance summaries and prioritize which opportunities to focus on, so they can start selling like your own reps. With the Wave Platform, the data is delivered in a simple, easy-to-use UI, so every partner can slice and dice data to understand and grow their business (and your partnership). You can embed these dashboards within the community so your partners can reference key metrics instantly. Plus, the data is always secure, and you can set permissions to control the visibility of data – so only the right people see the right analytics.





## Conclusion

The benefits of a channel partnership are vast, and without an effective way to manage those partnerships, you're missing out on a gold mine of value for your business. With Partner Community, you can optimize every stage of the partner lifecycle, from partner recruitment and onboarding to closing deals and analyzing performance with Wave Analytics. When you empower partners with the right tools, you gain valuable insight from everyday partner interactions that are more connected, transparent, and collaborative than ever before.





# Reimagine partner engagement

Our online community software puts information, apps, and experts at your fingertips. Help partners help each other and themselves with powerful community software that allows you to create a rich, self-service experience or harness the power of Salesforce online community software to create a social, mobile, branded Partner Community.

[LEARN MORE](#)



community cloud

46%  
Increase  
in partner  
engagement.

33%  
Increase  
in deal  
registration.

33%  
Increase  
in partner  
collaboration.



**CONNECT TO YOUR CUSTOMERS  
IN A WHOLE NEW WAY**



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