

# Impartner PRM

The Impartner Core Platform

*Fully SaaS, cloud-enabled and multi-tenant — easy to adopt, quick to deploy, simple to customize.*

Impartner PRM provides an enterprise-class web application for managing all aspects of the partner lifecycle, from partner recruiting to cooperatively marketing and selling to performance managing. The portal is fully customizable with your company branding, or choose from multiple design layouts and add your logo and your content. With our highly engineered Velocity 3-step onboarding process we can have your Partner Portal up and running in as few as 14 days.

## Impartner PRM includes:



**Dynamic, targeted  
content with  
SegmentAITM  
segmentation engine**



**Easy integration with  
your CRM**



**Robust partner  
recruiting and  
onboarding**



**Automated applicant  
approval routing and  
contract management**



**Opportunity/  
Deal Registration  
functionality**



**SmartContent asset  
management**



**Partner analytics and  
reporting**



**Partner and content  
migration**



**A powerful, built in,  
in-line WYSIWYG editor  
and MomentumTM  
Template Markup  
Language**



**Impartner's powerful  
Channel FlowTM  
workflow engine**

## Partner Lifecycle Management:

The toolset in Impartner PRM helps at each critical step of the partner life-cycle, from recruiting all the way through performance management. This set of powerful solutions brings the right partners into your program, ramps them quickly to revenue production, enables them as a powerful amplification of your marketing reach, and facilitates a real-time interaction with partners to see who is producing top results and where performance improvements are needed.



## The Impartner PRM Life Cycle:

The portal is fully customizable with your company branding or choose from multiple design layouts and add your logo and your content. With our highly engineered Velocity 3-step onboarding process we can have your PRM instance fully launch ready in as few as 14 days.



### Preferences

Wizard to set technical specs, design/layout and CRM configuration



### Content

Our simple template maps, page by page the content partners need to be successful



### Contacts

Use our Data Import Tool to bulk add your existing partner database

If you don't give your partners a perfectly personalized and easy-to-use experience with your company, you can bet your competition will. The Partner Portal is the front door to that relationship. Impartner PRM includes the tools necessary to personalize the experience partners have with your company:

- **SegmentAI** to dynamically define your different audiences
- **Powerful CMS** for editing your content to keep it fresh and relevant
- **Channel Flow** to automate communication and processes
- **SmartContent** to revolutionize your asset library

## CRM Integration — Don't Settle For Anything Less Than Real-time

Many smaller PRM tools only offer a connector or batch sync of your precious leads and opportunities within the channel pipeline. This leads to suboptimal conditions where your partners and channel management team aren't seeing the same data. Don't put your data integrity at risk. Impartner PRM has secure, tried and true integrations built with all the major CRM providers — and all are deployed with a real-time data sync.

## Return On Investment

Industry Analyst group Frost & Sullivan estimates that companies who adopt commercially available PRM software (like ours!) generate an average of \$8–\$9m incremental revenue in the first year alone. This has certainly proven to be the case for our customers as our latest anonymous survey reports that companies see an average 32.3% increase in their channel revenue within the first year of using Impartner PRM.



## Where Does This Come From?

- 1 Cost Savings**

Forrester Research reports that for every \$1 spent on a commercial PRM solution, companies will save \$10 of manual labor costs. No more time spent managing your partner channel with email and spreadsheets.
- 2 Increased (and better qualified) Partner Applications**

CRN reports that 86% of channel partners choose their vendors based on the portal experience. Put out an excellent welcome mat and you will naturally attract more and better partners.
- 3 Increased partner engagement**

Signing up new partners is only the first step. You need them to actively engage with you, and a good portal experience is the key. Allowing partners to register their deals with you means higher margin for them. Pushing qualified leads through your portal to your partners makes your portal the watering hole for your channel. Giving them targeted content and communications enables your partners to be efficient and effective.

## What Our Customers Have To Say

Impartner PRM is trusted by companies of all sizes, business needs, and verticals. From aggressive startup companies just launching their partner program to many of the world's largest companies with some of the most complex partner networks — and several who have top data security standards. Impartner PRM is proven, with millions of partners logging in through our portals worldwide. Read what they have to say:



The data is integrated into Salesforce, so our channel and field sales organizations can view what the channel partners are submitting without having to learn a new interface. Our decision to go with Impartner was the right one."

**Lisa Varnell,**

*A10 Networks, Channel Marketing Programs Manager*



Impartner was the perfect choice for us in that we're in this together. We're developing features together and we are improving together. Impartner is coming up with things we could only dream of."

**Armando Valim,**

*National Instruments, Director of Global Partner Programs*



The PRM solution was critical to the rapid expansion of our channel program, and Impartner is absolutely a key partner in that growth. Our deal registration numbers climbed 275 percent in 6 months"

**Bruce Milne,**

*Pivot3, Chief Marketing Officer*



In 2017, I put together a stretch goal to increase our pipeline influence 30 percent over 2016, and thanks to efficiencies, our ability to broaden our partner base receiving leads and onboard new partners, we were able to increase that nearly 200 percent."

**Liz Cope,**

*Ingersoll Rand, Director of Marketing Technology and Operations*

## About Impartner

With over two decades of experience in accelerating indirect sales, Impartner delivers the industry's most complete channel management platform, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. Today, over 10 million partners worldwide and leading channel organizations of all sizes benefit from Impartner's innovative solutions.

We'd love to show you more about how Impartner can accelerate your channel.



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