

## TreeHouse Delivers the Co-branding Solutions Asigra Needs to Increase Partner Engagement and Satisfaction with Its Partner Portal

### CASE STUDY

# Asigra.

#### Organization

Asigra  
www.asigra.com

#### Industry

Software Technology

#### Employees

100+

#### Challenge

Asigra needed a customizable, scalable partner relationship management (PRM) solution to support its extensive channel partner program

#### Solution Deployed

TreeHouse Interactive Reseller View™

#### Outcome

The Asigra partner program has garnered:

- 20 channel awards over the past 3 years
- Portal participation rate of 41%
- 12,000 file downloads; an average of 1,000 file downloads/month

*“Partners have become very engaged with getting information from our portal since we launched Reseller View. We have had partners who switched from other technologies to become an Asigra partner due to the extensiveness of our partner program, which has been greatly enhanced by the tools we can now provide to them via TreeHouse’s Reseller View.”*

#### Tracy Staniland

Vice President, Corporate Marketing  
Asigra

#### About Asigra

Headquartered in Toronto, Canada, Asigra brings a cloud model to backup and recovery, which includes supporting mobile devices such as smartphones and tablets. The company features a software solution, Asigra Cloud Backup™, that helps businesses in diverse industries cope with safeguarding the rapidly increasing amount of data generated daily and providing instant access to data anywhere in the world. Asigra’s cloud backup, recovery, and restore capabilities offer a fast, reliable, and cost-effective solution for securing valuable corporate information without the shortcomings of tape backup.

Because the company’s business model is based on creating and continuing partnerships, Asigra sells 100 percent through channel partners, which comprise an extensive global network of managed service providers (MSPs) and value-added resellers (VARs). This “ecosystem” includes a wide range of organizations from multi-billion dollar corporations to small businesses. Each partner is a recoverability specialist that profitably manages, delivers, or sells cloud backup and recovery managed services powered by Asigra. Asigra prioritizes delivering value beyond its cutting-edge tech to its partners. For this reason, channel partner enablement is a key component of Asigra’s sales success.

#### The Problem

To support its extensive channel partner program, Asigra was in need of a customizable, scalable partner relationship management (PRM) solution. The company had been relying on Act! for its customer relationship management (CRM) application and had been leveraging that implementation to support its partners. However, the software did not provide for easy management or tracking, and its limited feature set did not integrate well with Asigra’s marketing programs.

When it came to co-branding, Asigra was manually helping partners with co-branding materials on a case-by-case basis. There was no self-service system in place through the partner portal, which served merely as a content repository at that time. Clearly, a more comprehensive solution was needed to better support the company’s partners across different time zones, as well as its sales and marketing organization.

Asigra's overall goal was to create a single, central location for a fully branded web portal to publish content for its partners. Specifically, Asigra wanted a solution that would automate and facilitate partner deal registration and lead distribution, supplying its partners with co-branded collateral as needed.

## The Search

To meet its requirements, Asigra considered three vendors, including TreeHouse. After reviewing initial responses, the company decided to receive a comprehensive quote from TreeHouse Interactive. In all, Asigra needed a solution that would deliver integration with its new Salesforce CRM data, support individually hosted content, provide lead notification, and allow partners to co-brand materials through a self-service model in the portal.

"Our partner community is our sales team, so we're always thinking about how to make the partner experience better. We need to continue to meet the needs of our partners and ensure that we find new ways to add value," said Tracy Staniland, vice president of corporate marketing for Asigra. "In the end, TreeHouse came out on top because they can offer us the capabilities we need for our partners today, with a flexible structure that enables us to enhance our partner program in the future."

## The Solution

Asigra found that TreeHouse Interactive's Reseller View™ solution delivered the robust tools needed to have a positive impact on its partners' businesses, better supporting the company's extensive partner program while integrating seamlessly with its Salesforce CRM platform. With a scalable, automated structure; full customizability of a partner portal to match client branding and partner workflows; tiered program content, features, and benefits delivered by partner level; and automated onboarding and contract management, Reseller View demonstrated that it could help Asigra provide its partners with the ability to easily co-brand materials.



*"We listened to our partners and understood what they wanted to do with materials in the partner portal to meet their go-to-market needs in efficient manner. TreeHouse offered a very compelling approach to co-branding, allowing partners to brand content in our portal as their own."*

**- Tracy Staniland**

Another area that has been particularly valuable for Asigra is the Reseller View lead distribution module with automated lead notification. Using Reseller View, Asigra is able to see exactly which partners pick up leads from the portal, as well as when partners act on leads. The system provides built-in notification if a partner doesn't act on a lead after 48 hours, and a second notification after 96 hours, so that Asigra can take action. This has had a very positive impact on Asigra's partner communications and engagement.

## Results

Asigra saw rapid results after implementing TreeHouse Interactive's Reseller View solution. Its partner program has garnered 20 channel awards over the past three years and, with a portal participation rate of 41 percent, Asigra's level of partner portal engagement is off the charts. Additionally, there have been more than 12,000 file downloads from the partner portal, averaging more than 1,000 file downloads per month. The most commonly downloaded content is product-related information such as software overviews.

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