

Customer **CASE STUDY**

Global Educational Technology Company Turns to Impartner PRM to Enhance Partner Experience and Accelerate Indirect Sales



Blackboard

“ We’ve had thousands of log ins and downloads. We look to our new portal as not only an enablement tool for our committed partners, but to attract new partners. We now have the infrastructure we need to accelerate sales with our partners. Impartner has been a great solution for us.”

Jennifer Falia

Director, International

Channel Marketing

Blackboard

Organization

Blackboard’s mission is to partner with the global education community to enable learner and institutional success, leveraging innovative technologies and services. The company offers an unmatched understanding of the world of the learner, the most comprehensive student-success solutions, and the greatest capacity for innovation.

Challenge

The company works with 16,000 clients across 90 countries with over 100 million users. Their channel is a critical asset for Blackboard with a partner network of nearly 45 partners spanning 55 countries globally. In searching for a new PRM solution, Blackboard wanted to further elevate the experience they deliver to partners to ensure it matches the sophistication of technology they provide to end users. They wanted to ensure that Blackboard continued to refine how easy it is to do business with them by providing a platform for partners to access all their tools and information in one place – on any device, at any place, at any time. Plus, they wanted to make it easier to recruit new partners and for partners to co-market with them and register new deals.

Solution

Blackboard launched their new Partner Portal powered by Impartner’s PRM solution at their key annual partner meeting, and in less than a year since launch, has seen wide partner adoption and thousands of log ins and downloads. The company looks to the new portal not only as an enablement tool for committed partners, but also to attract new partners. The new Partner Portal provides the infrastructure their company needs to accelerate sales with their partners.

Benefits

- Infrastructure to accelerate growth
- Embedded integration into Salesforce
- Rapid implementation
- Strong content management solution
- Strong, off-the-shelf Marketing Development Fund (MDF) module
- User licenses based on size of partner network, as opposed to per user