

Customer CASE STUDY

Global network strategy and technology company
Ciena powers its partner program with Impartner PRM



“ I recommend investing in PRM technologies. The solution we have implemented enhances our velocity and provides a 360 degree view of our partners.... It's the glue that brings everything together and we see it as the first building block in establishing your partner program credibly in the marketplace.”

Genevieve Beaumier
Partner Experience Manager
Ciena

Organization

Ciena® is a network strategy and technology company that provides the technology to support the infrastructure for today's global communications and internet. The company operates globally, servicing metro, regional, long-haul, and even transoceanic markets. Thirty percent of its billion-dollar-plus annual revenue is handled through more than 100 partners, who help sell the company's products and solutions.

Challenge

To scale its partner program, Ciena needed a next-generation, mobile-friendly solution that could automate processes and make it easy for partners to be self-sufficient in getting the materials they needed in real time. Their existing channel management solutions were not integrated, did not provide the metrics they needed to understand their partners' performance, and did not offer a one-stop-shop that would simplify the lives of their partners. The Ciena channel team started their search with a detailed list of requirements, where the top priority was the integration of the PRM system with their CRM Salesforce system.

Solution

The channel team felt confident that Impartner was committed and engaged from the start, and could offer a turnkey implementation that would truly support the partner lifecycle from end to end. Once up and running, Impartner PRM's deal registration functionality was a popular feature with partners, providing the competitive protection and pricing they needed to win deals. Partners have also adopted the portal's self-service content management functions, which give them access to pre-sales materials such as datasheets and technical presentations, and ensure they have a full line of sight to all of Ciena's offerings. In addition, the Impartner MDF module has helped Ciena and its partners manage their MDF accruals and spending, allowing them to develop their marketing campaigns effectively.

Benefits

- Deal Registration provides the framework that allows Ciena and its partners to collaboratively work on net new opportunities, including automated approval/notification workflows and real-time updates between the PRM and CRM systems.
- Ciena partners engage with the new content management system, which makes it easy for them to get the product collateral they want 24/7 and truly understand Ciena's solutions.
- The MDF module allows partners to manage the marketing funds that help them drive their marketing campaigns. In turn, the Ciena channel team can track and measure MDF usage per partner and as a whole.



Impartner – The World's No. 1 SaaS Solution for Managing Your Channel
10619 South Jordan Gateway, Suite 130, South Jordan, UT 84095 | 801.501.7000 | www.impartner.com