

Customer CASE STUDY

Conga, the No. 1 App on the Salesforce AppExchange,
Turns to Impartner PRM to Accelerate Channel Growth



conga®

“We’ve estimated that even over the short period of time that we’ve been live, we’ve been able to save the equivalent of two full-time employees’ time by automating onboarding, streamlining communications, and making sure we have a global reach to our APAC and EMEA partners so they know they are valued and important to our business strategy.”

Susie Wallingford

SI & Reseller Partner Program Mgr.
Conga

Organization

Conga’s suite of solutions creates more efficient organizations by simplifying and automating data, documents, contracts and reporting. As the provider of the No. 1 downloaded app on the Salesforce AppExchange, they have more than a decade of experience increasing the value of the Sales Cloud by removing systems and process pain points that impede the customer lifecycle. Their 8,000 plus customers are passionate about Conga’s platform and the company’s app has over 600 five-star reviews on the AppExchange.

Challenge

Soon after Conga began formalizing a Partner Program to better serve their 400 plus partners, they realized that they needed to switch from being reactive to proactive to scale and grow Conga’s business. They recognized success would mean reaching partners globally, developing self-service resources, and defining partner tiers with benefits and requirements. They needed to do this with a small team, so at the top of their list was finding a PRM solution that could help them accomplish their goals. Particularly key, was the ability to submit leads and track those, do deal registration, and manage support cases. They were also looking for a PRM with a support team that knew how to do design work, knew best practices, and could help analyze logins and engagement scores.

Solution

The list of positives for Conga during and since deployment of Impartner PRM is long. The tight integration with Salesforce made syncing with their CRM easy. Impartner PRM’s cost structure enabled Conga to encourage all partners to have a log in without Conga being penalized financially for widespread adoption. The company’s ability to scale its partner program outside the US has also been a major benefit, allowing them to expand their presence in EMEA and APAC without yet adding new employees. Conga’s new portal makes sure all partners have 24/7 access to the information they need as a valued partner. They use their Impartner PRM solution to house their certification program, making the process easy for partners. Right out of the gate, their certifications climbed to 60 in just two months. Equally important for Conga, was the ability to track partner influence and protect partners’ deals with a robust deal registration process – a goal accomplished with powerful results. The functionality has driven down the average age of a deal to sometimes as low as a day.

Benefits

- The channel team was able to meet a critical goal of expanding their partner network in EMEA and APAC – without adding more employees
- Certifications climbed to more than 60 just a few weeks after launch
- Deal registration has helped drive the average age of a deal to sometimes as low as a day
- As a managed package, Impartner PRM’s implementation with Conga’s Salesforce instance was fast and easy



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