

# THE IRRESISTIBLE BUSINESS CASE FOR PRM

Why do the world's most successful companies use a SaaS-based Partner Relationship Management (PRM) solution? Check out these startling stats from a recent global survey of Impartner PRM customers to learn why PRM is the single most important investment your business can make to accelerate the performance of your channel.\*

## MORE FROM YOUR CHANNEL

Companies using Impartner PRM increase channel revenue an average of 31%.



# 31%

REVENUE INCREASE

# 23%

COSTS SAVED



## MORE VALUABLE USE OF EXPENSIVE TALENT

Companies using Impartner PRM to automate their channel operations reduce administration costs an average of 23%.

## PARTNERS PERFORM FASTER

Partners of companies using Impartner PRM average a 37% faster ramp time to revenue productivity.



# 37%

FASTER RAMP

# 53%

INCREASE ENGAGEMENT



## MORE ENGAGED PARTNERS

Companies using Impartner PRM see an average increase of 53% in partner engagement.

## INDIRECT TEAMS SELL MORE

The profit of partners using sales enablement tools through an Impartner PRM content management system increase an average of 56%.



# 56%

MORE PROFITABLE

\*Average increases and decreases were realized over first full year after deployment

If you're a business executive faced with a PRM decision and want to learn more on how Impartner can help you drive these results for your business, [VISIT IMPARTNER.COM/DEMO](https://www.impartner.com/demo).

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