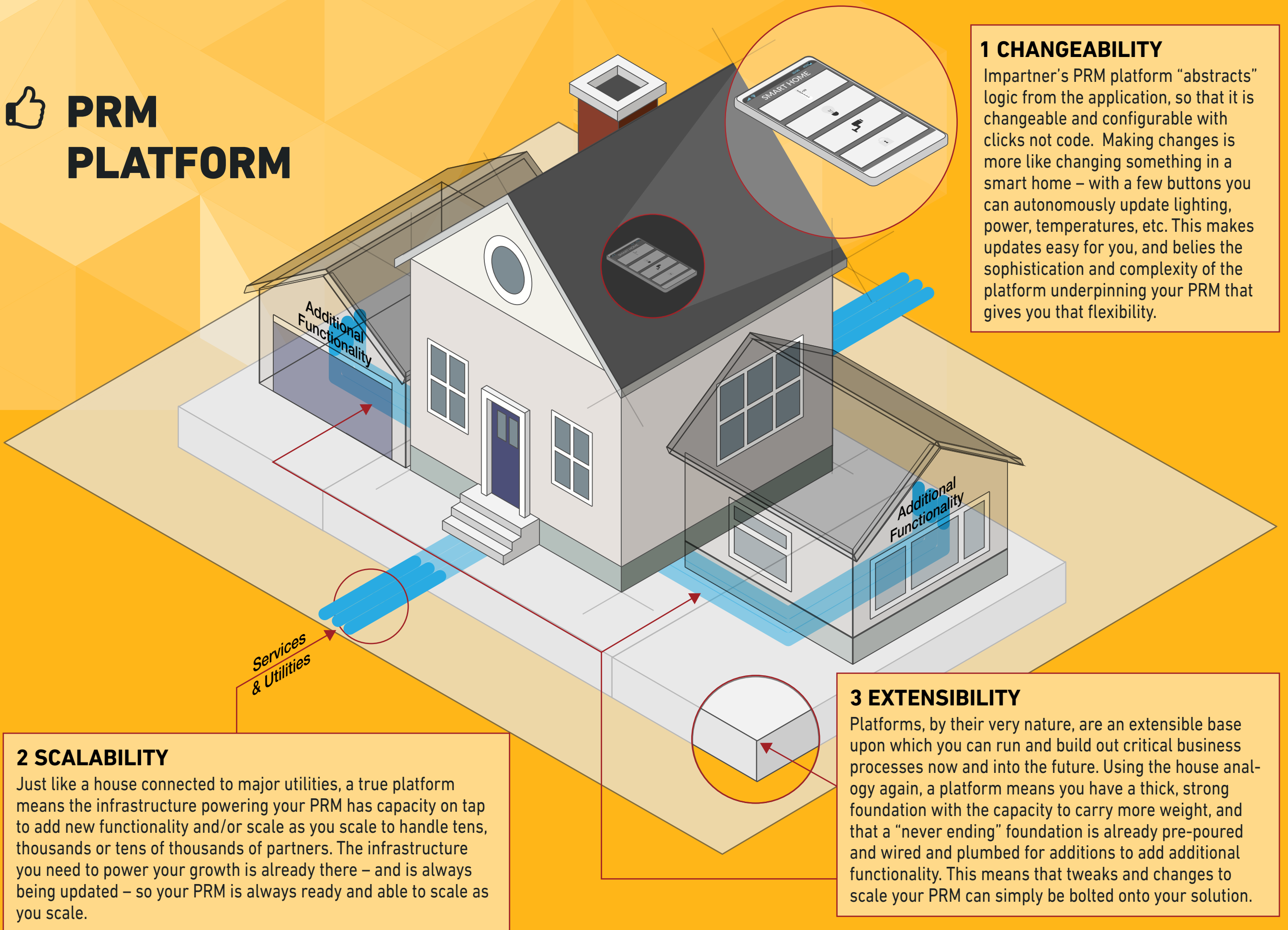


It's All About the Platform

3 REASONS A PRM PLATFORM IS KEY TO POWERING CHANNEL GROWTH: CHANGEABILITY, SCALABILITY & EXTENSIBILITY

A Partner Relationship Management (PRM) solution is the single most important technology decision you can make to accelerate your indirect revenue. However, not all PRMs are the same. One of the most critical elements in your selection is to ensure you choose a PRM that is truly built on a platform that is architected to grow as fast as you are, versus a standard Partner Portal solution. See the big difference in this mini-infographic.

👍 PRM PLATFORM



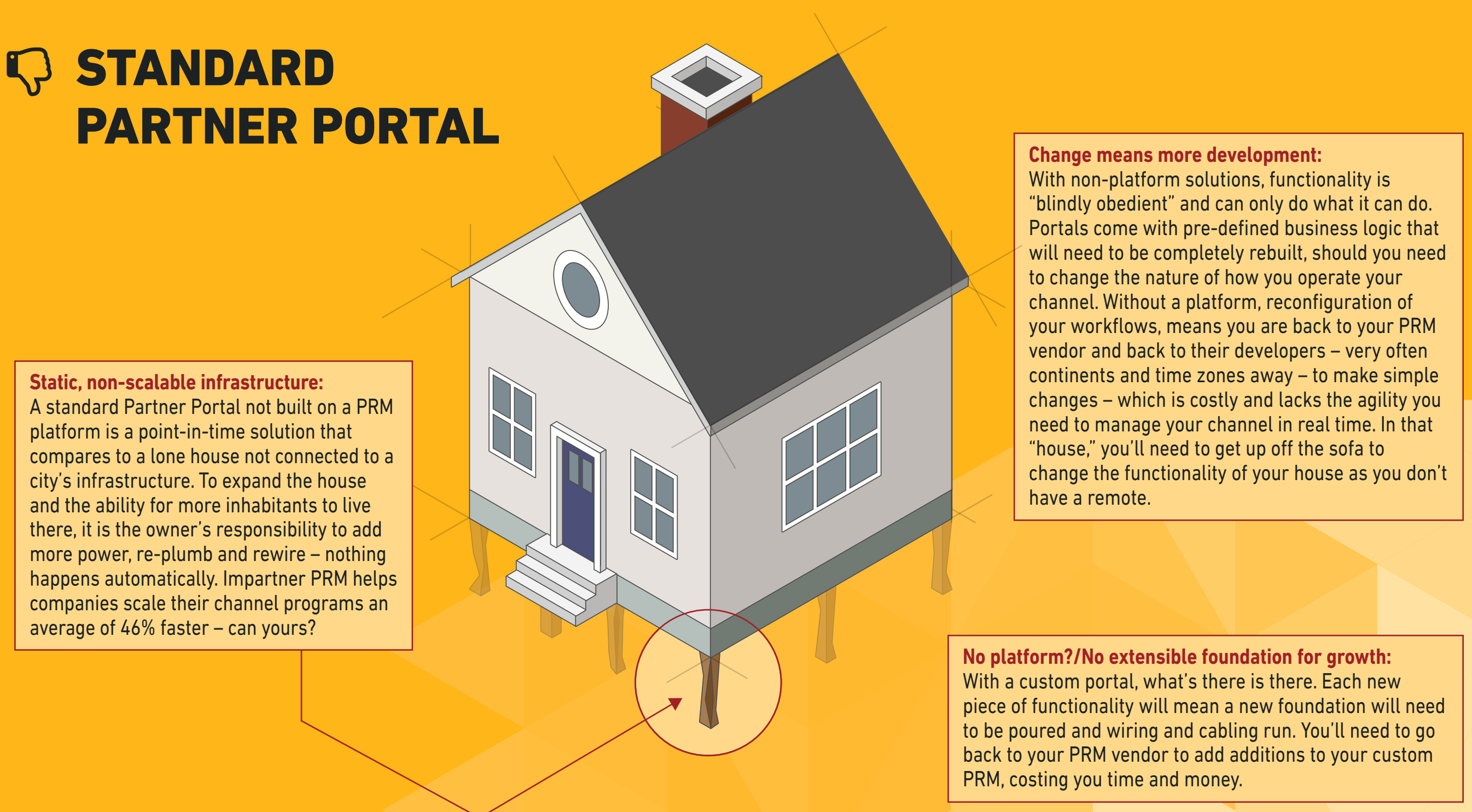
1 CHANGEABILITY
Impartner's PRM platform "abstracts" logic from the application, so that it is changeable and configurable with clicks not code. Making changes is more like changing something in a smart home – with a few buttons you can autonomously update lighting, power, temperatures, etc. This makes updates easy for you, and belies the sophistication and complexity of the platform underpinning your PRM that gives you that flexibility.

2 SCALABILITY
Just like a house connected to major utilities, a true platform means the infrastructure powering your PRM has capacity on tap to add new functionality and/or scale as you scale to handle tens, thousands or tens of thousands of partners. The infrastructure you need to power your growth is already there – and is always being updated – so your PRM is always ready and able to scale as you scale.

3 EXTENSIBILITY
Platforms, by their very nature, are an extensible base upon which you can run and build out critical business processes now and into the future. Using the house analogy again, a platform means you have a thick, strong foundation with the capacity to carry more weight, and that a "never ending" foundation is already pre-poured and wired and plumbed for additions to add additional functionality. This means that tweaks and changes to scale your PRM can simply be bolted onto your solution.

VS

👎 STANDARD PARTNER PORTAL



Static, non-scalable infrastructure:
A standard Partner Portal not built on a PRM platform is a point-in-time solution that compares to a lone house not connected to a city's infrastructure. To expand the house and the ability for more inhabitants to live there, it is the owner's responsibility to add more power, re-plumb and rewire – nothing happens automatically. Impartner PRM helps companies scale their channel programs an average of 46% faster – can yours?

Change means more development:
With non-platform solutions, functionality is "blindly obedient" and can only do what it can do. Portals come with pre-defined business logic that will need to be completely rebuilt, should you need to change the nature of how you operate your channel. Without a platform, reconfiguration of your workflows, means you are back to your PRM vendor and back to their developers – very often continents and time zones away – to make simple changes – which is costly and lacks the agility you need to manage your channel in real time. In that "house," you'll need to get up off the sofa to change the functionality of your house as you don't have a remote.

No platform?/No extensible foundation for growth:
With a custom portal, what's there is there. Each new piece of functionality will mean a new foundation will need to be poured and wiring and cabling run. You'll need to go back to your PRM vendor to add additions to your custom PRM, costing you time and money.

Ready to learn more about how Impartner's multi-award winning PRM platform can accelerate your channel revenue?

[CLICK HERE FOR A DEMO](#)

