

# Impartner PRM + Microsoft Dynamics 365

## CHANGE YOUR BATTLESPACE AND WIN DEALS

Impartner; fastest-growing, most award winning pure-play global leader in the rapidly growing Partner Relationship Management (PRM) market.

Impartner is a Business Applications ISV Connect Premium Partner and a Azure IP co-sell ready Partner.

### Rapid Quota Retirement/Large Deals/Proven Tech.

- Average Deal Size over \$285K
  - Azure IP co-sell deal will pay additional 10% sales incentive plus scorecard credit ( local /area teams)
  - Business Apps ISV Connect Deals pay additional 20% sales incentive against billed revenue plus scorecard credit ( local /area teams)
- Sample deal size: Global \$7B networking infrastructure co.:
  - \$348,750 Impartner/\$3M D365 (3 year deal)

### Transformative Customer Value

- 1 75% of revenue goes through indirect channels, requiring a PRM
- 2 Up and running in as few as 14 days
- 3 Customers see an average 32.3% increase in revenue and 29% drop in admin costs in first year of use
- 4 Hundreds of customers and powerful use cases worldwide:
  - Helped **CommScope** save millions and switch from Salesforce CRM/PRM to D365/Impartner PRM: [CASE STUDY](#)
  - Helped **TeamViewer** climb from 0 to 2,000 partners in 2 years: [CASE STUDY](#)
  - Helped **Ingersoll Rand** increase pipeline influence by nearly 200%: [CASE STUDY](#)
  - Helped **Wacom**, a "Microsoft user in every sense," integrate their MD 365 CRM and Impartner PRM...earning a 5 star rating from 99% of partners.

### You've Got an Impartner Deal when Customers:

- Have a channel program with no PRM or a dated, home grown solution, including MS Portals, SharePoint or ADX Studio
- Have a lack of visibility to ROI for their indirect channel
- Are looking to switch their CRM and/or PRM from Salesforce and are looking for a proven CRM/PRM solution

### How We Help Microsoft Sales Teams

#### Current/Defend Base

- Turn to the only PRM vendor in Microsoft's ISV program to win CRM/PRM deals
- Extend the power of D365 to customer's indirect sales channel with PRM
- Enrich D365 data, further securing existing accounts, e.g. Learning Management System
- Tap into a new revenue source from your existing accounts and retire quota at the same time.
- Provide new doors to knock-on

#### New Logo/Pursuit

- Impartner competing vs SFDC on a PRM-only opportunity is "easy mode"
- Improve win rates vs Salesforce by changing battlespace to include a proven CRM & PRM

#### Sales Options when Selling v. Salesforce

- Offer nothing = lose the deal
- Offer D365/Portals with high amount of customization = very expensive, lack of features
- Offer D365 + Impartner = value and ROI right out of the box!

### How We Help Microsoft

- Provides proven PRM solution that easily integrates with D365
- Provides powerful CRM/PRM offering to win in the market
- Provides customers a single console to manage and accelerate both direct and indirect sales

**When You Think You've Got an Impartner Deal, Contact:**  
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