

## Business Intelligence

*Crack open the “black box” of partner performance with insight into individual partner and overall channel execution.*



For companies that sell through an indirect channel, partners can provide as much as 80 to 100 percent of the total revenue. Yet the lack of tools to gain insight into channel performance can make the process of indirect sales seem like a black box.

- **Crack open the black box**

Impartner Intelligence cracks open that black box on Partner Performance by bringing the same level of predictability, repeatability and sustainability to the indirect channel that you currently have with your direct sales force. Your portal can not only serve your partners, it can also provide unprecedented insights into individual and overall partner performance, allowing you to optimize channel performance.

Impartner Intelligence provides you and your management team with lead conversion and assignment rates, past quota attainment, pipeline health, predicted sales success of individual channel partners and business planning tools. The process of holding quarterly business reviews becomes much more of a science and less of an art, and gives you the transparency you've been looking for into your partner's performance to ensure predictable, repeatable results.

- **Why just quarterly?**

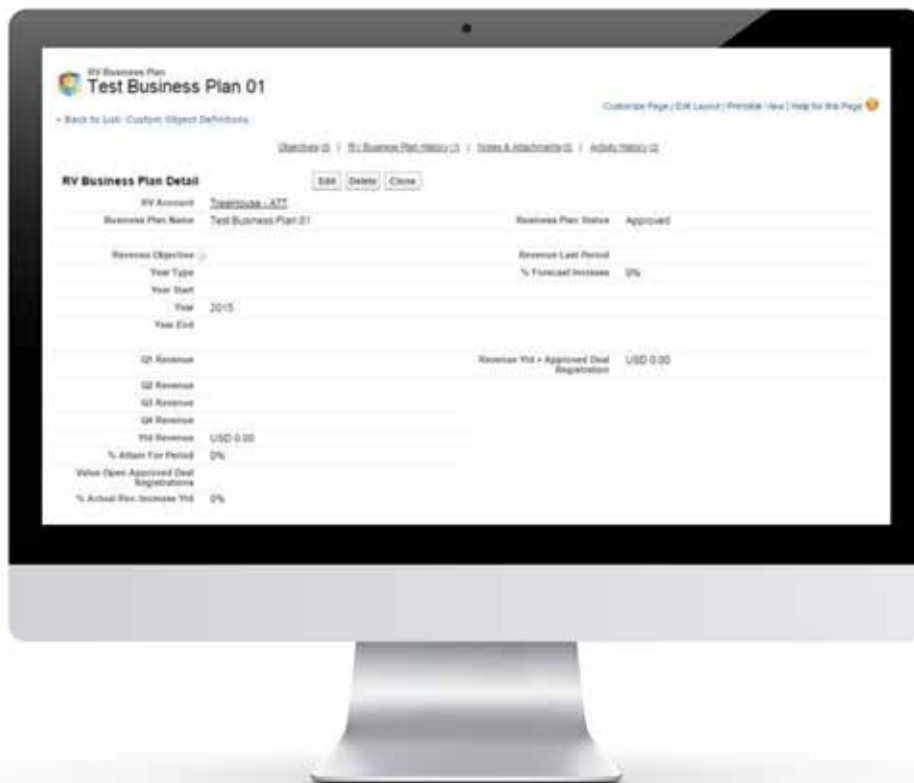
In a direct sales organization, the interaction with the sales team is almost daily. At least weekly, a sales manager will corner the salesperson and ask “how's your deal progressing? Are you tracking to your quota? How's your pipeline looking?” Why, then, should you be satisfied with interacting with your indirect channel partners any less frequently, or with any less rigor? With Impartner Intelligence, the progress a channel partner is making to their financial goals is available for review – to you and to them – on a 24 x 7 basis. You or they can log in at any time and see how their revenue is progressing. And the level of analytics we provide you is excellent. You'll see not just what's “on target,” but trending, comparison to prior quarter or prior year, total pipeline value analysis, and much more. A true dashboard into your indirect business.

- **It's not always JUST about the numbers**

Of course, tracking revenue production and closure rates is critical to managing the performance of a partner. But there's so much more to building a productive partnership than just numbers. It is also critically important to set non-financial goals, put a plan in place to achieve them, and then track to that plan. When your company ships a new product, you'll want your partners to quickly become certified on that product. When you allocate Market Development Funds to a partner, you want to know that it will be used quickly and productively. Make a plan, assign a timeframe, and track the progress of individual partners.

- **Manage the performance of the whole group**

Performance Management is critically important for the individual performance of each unique partner, as well as for the health of your overall channel. Without realizing it, you could be investing as much as 20% - 30% of your channel resources (time, dollars, headcount) in non-productive partners. Often, the partners you know the best are those with whom you interact the most. And yet it could be that the interactions are not leading towards enhanced revenue productivity from that partner. Without the right set of metrics, how will you know? The right dashboard makes it possible to run a type of "leader-board" where your top performers stand out, and your poorest performers become obvious. For the overall health of your channel, you must know which is which, so you can apply resources where they will generate the most return.



**Find out more!**

We'd love to show you more about how Impartner PRM can accelerate your channel. [Request a Demo](#) today.