

Impartner CRM Connect

Perfect for your largest partners to create a bi-directional CRM-to-CRM connection to share deal data



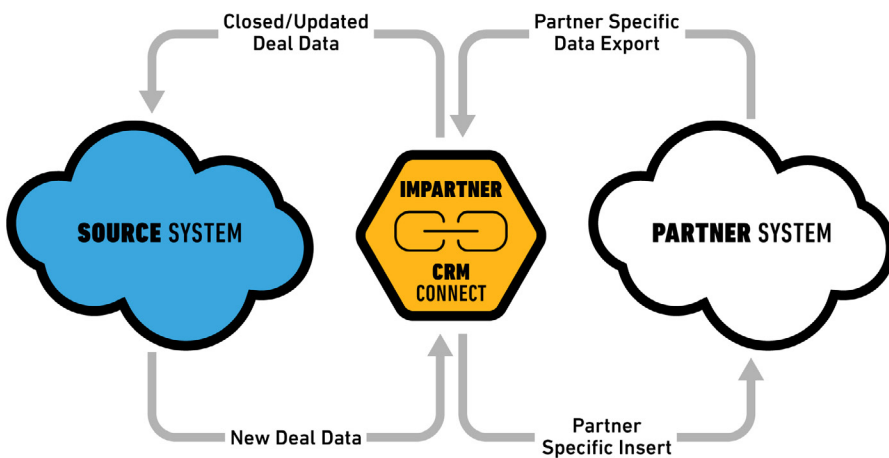
Eliminate dual data entry for leads you pass to or receive from your top partners

This industry-first solution allows vendors to pass or receive leads directly between their CRM and the CRM of their largest partners. This connection may be configured for both creation and update of deal information to bypass the pain of dual entry of data by your partners. This bi-directional solution finally gives vendors the information on forecasting, status and challenges to close they've been looking for from those key partners who generally won't enter such data through a partner portal. Plus, a simplified integration means scalability for businesses with no code to manage or maintain which respects the rules and requirements of each company.

Impartner CRM Connect sits within your primary cloud-based CRM system, configured to send out the data to partners based off your own criteria. Route Leads and Opportunities using existing distribution techniques or modify/create others to best suit the data routing directly to your partners.

Featured Highlights

- Specify the fields and objects which are passed between the two CRM systems.
- Any lead and opportunity information passed directly into your CRM will also appear on the partner portal and be tagged the same as if were entered there. * Dependent on how CRM Sync/SOI is set up.
- No limit to number of connections to disparate CRMs of your partners. Fees apply per CRM connection.



About Impartner

With over two decades of experience in accelerating indirect sales, Impartner delivers the industry's most complete channel management platform, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. The largest pure-play PRM vendor in the world, Impartner provides the industry's only out-of-the-box solution that can deploy an enterprise-class Partner Portal in as few as 14 days, using the company's highly engineered, multi-award winning, Velocity™ onboarding process.

Find Out More

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