TreeHouse INTERACTIVE

SGI Helps Partners Accelerate Time to Market and Profitability with TreeHouse Reseller View™ PRM

CASE STUDY

sgi.

Organization
SGI
www.sgi.com

Industry
Computing, Data Center
& Storage Technology

Employees
1,400

Challenge
SGI needed a customizable and scalable PRM solution to support its rapidly growing channel partner program

Solution Deployed
TreeHouse Interactive Reseller View™

Outcome
The SGI partner program has gained:
• CRN's top rating 4 years in a row
• An opportunity registration increase of 25%
• A three-fold increase in the number of marketing requests received through the robust MDF module

"TreeHouse's Reseller View allowed us to launch something to our partners that we didn't have previously and wouldn't have been able to manage before," said Pierce. "We can now provide fresh content, an easy-to-use tool, and access to resources they need—and based on the response of our partners, they're taking advantage of all of it."

Nancy Pierce
Global Channel Program & Operations Manager
SGI

About SGI Channel Network

From its offices in 25 countries, SGI engages with select channel partners worldwide to offer customers the broadest selection of high-quality products for their high-performance computing, data center, and storage needs. SGI plans the company's sales strategy and growth around these indirect channel relationships to help customers solve their most demanding business and technology challenges across commercial, government, research, and Internet markets.

SGI focuses on finding the right partners in the right markets to avoid over-distribution. SGI today works with over 400 partner accounts with 2,000 partner members in 50 countries. SGI's aim is to ensure channel partners have the ability to earn strong margins and are equipped to sell efficiently by having the correct tools and knowledge.

The Problem

To support its rapidly growing channel partner program, SGI was in need of a customizable, scalable partner relationship management (PRM) solution. The company, which was purchased by Rackable Systems in 2009, had been relying on a homegrown portal managed by an internal web team to service its channel program, which at the time already included over 200 partners.

For opportunity registration, SGI used a third-party product, Blue Roads, which was not integrated with its internal customer relationship management (CRM) system. The company saw an average of 50 registrations per month, which had to be managed manually first in the Blue Roads system, and then entered into the CRM manually as well. "It was a very time consuming and complex administrative process," said Nancy Pierce, SGI's global channel program and operations manager. "As we increased our number of partners, the number of deal registrations increased too, adding to the problem."

Acquiring company Rackable Systems, however, used PRM tools from TreeHouse Interactive. Although Rackable had a smaller base of partners, tools, and deliverables than did SGI, the system impressed Pierce enough to take a closer look.

The Search

After comparing features of several other PRM solutions, including Salesforce.com, SGI chose TreeHouse's

Reseller View™ solution based on product breadth, as well as pricing. SGI wanted to avoid pricing based on number of users as its channel program continued to grow. With some programs considered, users included both partners and internal users, which could lead to a higher number of licenses required.

"From an overall perspective, TreeHouse offered the broadest understanding of partner relationships and the services that partners need to be successful," explained Pierce. "TreeHouse had the most robust and comprehensive set of tools to help our partners reach their goals."

The Solution

SGI found that TreeHouse's Reseller View solution delivered robust tools to better support the company's expanding partner program. With a scalable, automated structure; full customizability of a partner portal to match client branding and partner workflows; tiered program content, features, and benefits delivered by partner level; and automated onboarding, Reseller View proved that it could help SGI provide its partners with the resources they needed.

After selecting TreeHouse, implementation began in September 2009, which included some customized work to provide partners with access to specific tools and resources. While Rackable Systems had used TreeHouse before, it had only tried limited services. With many more services added in Reseller View, SGI had a lot riding on the launch.

Yet Pierce was immediately impressed with the ease of the integration with SGI's existing branding and systems. "It was a beautiful thing," said Pierce. "I've implemented systems like this four times now with multiple companies. Some of them were pretty complex. This was by far the easiest implementation. " SGI was ready to launch just two months later in November, and kicked off the system in January 2010.

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> **- Nancy Pierce**

Pierce highlights three services that have been particularly valuable to SGI: opportunity registration, accreditation, and partner marketing. Unlike the previous piecemeal manual system that had been employed for opportunity registration, Reseller View allows partners to access the system and register an opportunity, which then feeds into the CRM system for approval. The entire process takes less than two minutes.

Next, Reseller View has allowed SGI to offer partners training support through an online accreditation program on the portal. The system manages the entire process, which offers Sales, Technical, Vertical Market and Quoting accreditations. What's more, separate accreditation courses are also offered internally to SGI sales representatives and system engineers.

TreeHouse's PRM solution has also improved SGI's partner marketing efforts, via its Partner Marketing Enablement Modules (Through Partner Marketing) and by automating the approval and payment processes associated with marketing development funds (MDF). The MDF module allows partners to apply for MDF funds and submit payment requests for their own marketing efforts, such as events. It includes automated workflows for alerts, approvals, and payment notifications throughout the process. Through its on-demand co-branded email campaign technology, Reseller View provides partners with an online campaign builder and the ability to create their own demand using co-branded email marketing campaigns that are automatically sent to partner customers and prospects.

Each of these features had a very positive impact on SGI's partner communications and engagement. "We try to provide something new and of real value to our partners at least once a year so we're providing new content and capabilities without overwhelming them," said Pierce. "TreeHouse continues to grow its product so we can do something new for our partners every year."

Results

After implementing TreeHouse Interactive's Reseller View solution in 2010, SGI noticed a wide range of benefits. Since launch, opportunity registration increased 25 percent. The partner-managed MDF program skyrocketed, seeing a three-fold increase in the number of marketing requests received through the robust MDF process management module. Partners and internal SGI staff alike are benefiting from TreeHouse's accreditation program, which did not exist prior to the launch. Visibility has increased substantially, allowing both SGI and its partners to see specific pricing and track orders globally. The solution also allows SGI to do business with partners worldwide regardless of time zone, ensuring that they always have access to what's most important to them via the online partner portal.

From a partner standpoint, usability has greatly increased. SGI has received CRN's top rating 4 years in a row in addition to rave reviews from its partners globally about the tool's organization, ease of operation, and increased access to content and resources—as well as improved navigation and the ability to get where they want in the portal with a single click.

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