

Customer CASE STUDY



Pivot3 Turns to Impartner to Help Scale Channel Program on Pace With 80 Percent Growth



"Thanks to Impartner PRM, deal registration has been phenomenally successful for us. Our registered deals expanded 275% over the first half of 2016. We expect that to outstrip our native demand generation this year by a significant margin. That's largely due to our ability to manage those deals as they come into the pipeline."

Bruce Milne
Chief Marketing Officer
Pivot3

Organization

Pivot3 is an Austin, Texas-based provider of hyperconverged infrastructure technology. The company's ability to combine all the elements of a data center – storage, compute, networking and virtualization resources – has rocketed its growth to 80 percent a year. As a 100 percent channel-driven company, Pivot3 relies on its channel partners to deliver its go-to-market message and broaden its geographical reach, improve situational urgency, and leverage their expertise when they have a closer relationship with the customer. The company works with a broad range of partners, whether they are value added resellers, resellers integrators, and in some parts of the business, where they are referral partners who are installers, architects, and engineers.

Challenge

As a 100-percent channel company, one of Pivot3's biggest challenges was to scale its partner program and make their business more efficient. They knew their current set of channel marketing tools were not comprehensive enough to engage their partners in the one-to-many capacity necessary for rapid scale. The team was looking for a technology solution to provide the selling tools, training, sales enablement, competitive information, deal registration and content syndication needed to be successful. Additionally, they needed that solution to scale the partner network by 3-4 times without having to retool.

Solution

For Pivot3, choosing Impartner came through an acquisition of NextGen Storage, which had a mature partner management process and was already an Impartner customer. While other technologies were considered, the prescriptive, out-of-the box nature of Impartner with mature, built-in best practices for scaling a channel, made it the clear choice over a custom solution. Plus, the IT team was confident Impartner's SaaS-based solution, managed package with Salesforce, and training and support resources would make it easy to integrate and maintain. Once implemented, Impartner PRM has been a tremendous accelerator for the business, and has helped the team grow the program by over 400 partners in a year, and deal registrations by 275 percent in six months.

Benefits

- Existing partners immediately embraced the new Partner Portal and 80 percent migrated to the new portal with just two email communications.
- Deal registrations increased 275 percent in just six months.
- The company's partner program was able to scale by 400 partners in just 12 months.
- The Impartner PRM platform scales infinitely, so Pivot3 can continue to grow and still provide the level of service and interaction with partners regardless of how big they grow without retooling the technology.



Impartner – The World's No. 1 SaaS Solution for Managing Your Channel
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