Microsoft Dynamics and PRM

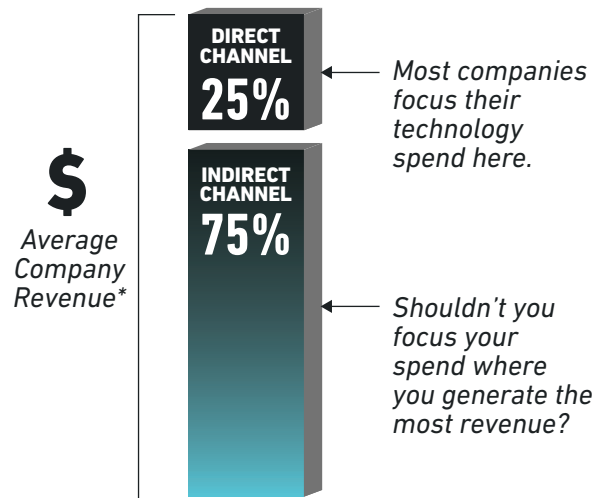# PURE POWER FOR YOUR CHANNEL

If your organization is currently using or planning to implement Microsoft Dynamics CRM and you have a partner community, chances are you are looking for a solution to manage your partners and optimize the performance of your channel.

In your search, you're likely considering other Microsoft Dynamics solutions like Dynamics 365 Portals or considering a custom-built solution. If you're like most, you're realizing you need something more robust, more purpose-built for the complexity of managing your partners, and more turnkey. The good news is that there is a complete option – Partner Relationship Management technology.   Impartner PRM, the industry's best-selling, most award-winning PRM solution, is already the choice of world-leading companies to integrate seamlessly with your Dynamics CRM.

As you consider this spend to amplify your channel performance, you are in synch with other top corporations, who have come to the same key realization: 75 percent or more of their revenue flows through the channel, yet the bulk of their technology spend has been on direct channel, when in reality, the spend should be reversed to help your channel provide the greatest possible leverage for your business and accelerate your indirect revenue.

World-leading corporations also know that the time to act is now. They know that if they are not using a modern Partner Relationship Management (PRM) solution, they risk falling behind companies who are. They know that 86 percent of partners choose a vendor based on their partner portal and that PRM solutions deliver a 10x reduction in labor costs.**

So, as you continue to build your business case for a channel management solution to complement your CRM and evaluate a robust, PRM solution as a technology option, the following is a breakdown of the key things to know about PRM – and why Impartner is a technology choice you can make with confidence.

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Average Company Revenue*

DIRECT CHANNEL 25%

Most companies focus their technology spend here.

INDIRECT CHANNEL 75%

Shouldn't you focus your spend where you generate the most revenue?

*Accenture

** IPED Channel Research, Forrester Research

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Why Partner Relationship Management:

01 **Enabling your partners is more than deal registration and document sharing**

To truly enable partners and accelerate your channel, a content portal with deal registration is simply not enough. A PRM can provide the scalable sales enablement tools that you need with workflows, training, analytics, and smart automation on top of the content and asset sharing capabilities.

02 **A true PRM integrates all the point solutions that meet your partner needs under one technology roof**

There is a multitude of disparate tools necessary to manage partners – Learning Management Systems, Marketing Automation Platforms, Digital Asset Management, etc. A PRM is engineered from the ground up to bring all these tools together for your partners, creating a frictionless, differentiating partner experience. Plus, by automating the operational basics of your channel, your team can focus less on repetitive administrative tasks and more on strategic initiatives with your partners that truly build on the value of your mutual relationship. Turnkey PRM solutions are up and running in days or weeks at a fraction of the cost of homegrown solutions.

03 **Homegrown solutions take longer to build, cost more, and are less robust**

A typical temptation for IT organizations is to assume their talented teams are best suited to custom build a solution. In reality, this scenario rarely plays out successfully and the result is a solution that is more expensive, takes longer to build, is less robust, and has no ongoing roadmap to keep it up to date. In today's market, few would consider building their own CRM and today's PRMs bring equal complexity that reflects years of technology development.

04 **A PRM solution is purpose-built for the complexities of the multi-touch point indirect sale**

Pure-play PRM solutions are built specifically for both what you and your partners need. A CRM, for instance, is built for a direct, one-to-one sales, versus the complex, multi-touchpoint sale that's typical in the indirect channel. Other point solutions typically used for asset management, for example, are also fine for a sole purpose but are not a robust solution designed to optimize every step of the partner journey and bring together the full suite of solutions partners need to do business with a vendor.

05 **Companies with a contemporary, turnkey PRM outperform those without**

Global analyst firm Frost & Sullivan estimates that companies with a contemporary PRM solution generate an additional $9 million in channel revenue a year than those who do not.

Why Impartner PRM is the best option for Dynamics 365 users

At Impartner, we're purpose-built for the channel. We have decades of experience helping the world's top companies optimize the performance of their channel and have carefully engineered innovation and best practices into our PRM solution – and we know Microsoft Dynamics. Here are the top 8 reasons that Impartner PRM is a perfect complement to your Dynamics 365 environment:

01 We're pre-configured to integrate seamlessly with Microsoft Dynamics 365

Impartner PRM is turn key and ready to go with integration into Microsoft Dynamics 365 through a managed solution. We've architected this integration with security and data integrity as top priorities to ensure that there is no clumsy duplication and synching of data. Dynamics 365 is the system of record for all lead and opportunity data that partners manage via the PRM portal.

02 We deliver proven revenue

In a blind study of our Impartner PRM customers around the world, they report a 31 percent increase in revenue and a 23 percent reduction in administrative costs – in the first year of use alone.

03 We're trusted

Xerox, Fortinet, Splunk, Zendesk and McAfee are just a few of the corporations that have vetted and now trust Impartner technology. These companies have some of the most complex partner networks, they handle and protect some of the world's most sensitive data, and they all trust Impartner to meet their rigid standards for performance, availability, scalability and security.

04 We're secure before we're anything

Not only does Impartner meet security protocols strong enough to be trusted by top security companies, we offer three tiers of sandboxing (two separate development environments, staging and production), and pass stringent security standards for the Open Web Application Security Project (OWASP), the National Institute of Standards and Technology (NIST), Burp Suite security testing, are SOC 2 certified, and GDPR compliant. Data is only exposed through secure APIs and web services with multiple abstraction layers, and we provide robust logging and auditing capabilities to ensure compliance.

05 We can scale

Impartner's PRM technology is architected from the ground up to service corporations of any size on a global scale, and we provide industry-leading SLAs and up-time guarantees capable of satisfying the world's largest and most demanding enterprises. We currently have over 8 million partners worldwide signing in to Impartner technology – and we've made capital hardware investments to provide significant excess capacity for the next five years and beyond.

06 We're future proof

Unlike a custom-built solution, our PRM is not static. Patches are added instantly, and upgrades are released quarterly. Our Channel Innovation Labs are constantly introducing new features to add to our already deep PRM portfolio of modules to keep you ahead of the curve.

07 We connect well with other solutions

Impartner PRM integrates easily with third-party applications and legacy systems through fully documented APIs – both SOAP and REST – using THQL: Impartner's robust, fully mature query language. We also have webhooks available for configuration within our workflow engine.

08 We are SSO Friendly

We support Single-Sign On (SSO) using all industry standard authentication protocols including SAML 2.0, Open Authorization (OAuth), OpenID, and LDAP services.

Try us out. For companies that qualify, we can have a Proof of Concept, up and running in just a few hours, once you've provided your info. We'll stand up your live portal, synced with your Microsoft Dynamics 365 CRM, and show you how your company can move to the front of the pack with world-leading corporations everywhere.

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