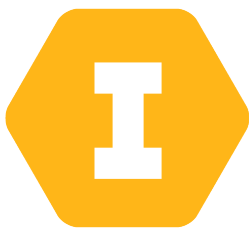




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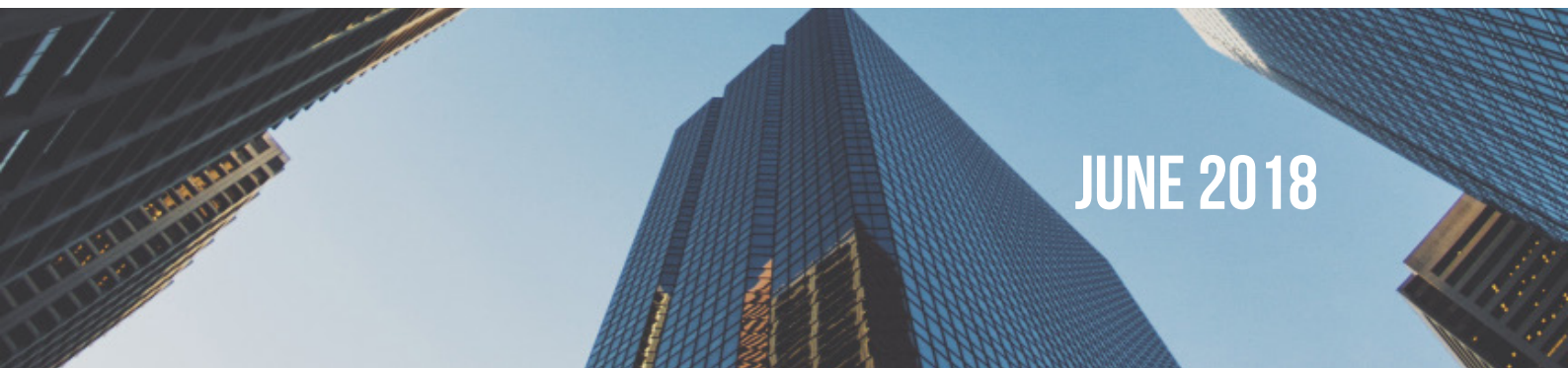


IMPARTNER

COMPETITIVE PARTNER RELATIONSHIP MANAGEMENT

DR180418D

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FROM US

EXECUTIVE SUMMARY

TO YOU

While still relatively new in the repertoire of strategic corporate software, Partner Relationship Management (PRM) packages are proliferating and, with varied results, can contribute to revenue generation. Miercom has closely tracked the rapid emergence and evolution of PRMs and so was engaged by Impartner to assess its PRM solution, as a leading offering in this market. This report details analysis of specific aspects which we found unique and exceptional.

What distinguishes PRMs from software such as CRM (Customer Relationship Management), is the focus on the exceedingly diverse world of indirect channels, a quite different one from end customers. We have observed that the online management of resellers and indirect channels is best done by a package created specifically for that purpose; a CRM modified to address partners and indirect channels is at an inherent disadvantage.

Just as no two partners are exactly the same, there is also no one-size-fits-all software solution for managing these entities. Customization should be flexible enough to best suit the business relationship, the partner's organization and channel operation, as appropriate.

In our analysis, Impartner's PRM offers among the best capacity for customization that we have seen. An effective PRM should provide cohesion in an otherwise chaotic partner ecosystem. As important as customization is on a highly granular basis, an effective PRM package also needs to track partner performance. We have seen some PRM vendors outsource these key capabilities to third-party vendors, requiring hard-coded development and/or difficult integration with their PRMs. Such integration can be disruptive for PRM customers that already run a CRM system, making for an agonizing transition of data and processes. Productivity and sales suffer as a result.

Impartner's solution offers a broad array of well-integrated monitoring and reporting capabilities for seamless deployment, among the best we have seen.

Miercom exercised and validated Impartner partner-engagement tools. These included: The Partner Engagement Dashboard, partner onboarding, the “SegmentAI” segmentation engine and “SmartContent” asset library. We analyzed use cases of automation using Impartner’s ChannelFlow WorkFlow Engine, as well as the package’s ability to scale and integrate with popular CRMs.

Other aspects and functions of Impartner’s PRM that we tested included: the data-import wizard, a learning management system, through-channel marketing tools, and turnkey development. We also tested and confirmed tools to optimize deals and for partner recognition.

We conclude that many aspects of the Impartner PRM can enrich the sales growth experience of a business channel and its partners with the richest scope of functionality, flexibility, scalability and integration.

The following are some of the more notable features we exercised:

KEY FINDINGS

- **Easy Deployment.** Impartner provides full out-of-box functionality, and custom branding within a few days. Partner portals in other PRM systems require software integration and can entail months of development for customization. Impartner uses a visual editor, rendered in real-time. Partner portals and configurations are individualized. Updates to the PRM software are regularly implemented and are applied meticulously to maintain the organization’s individualized setup.
- **Ease of Integration.** We concluded that Impartner works well with CRM solutions, such as Salesforce CRM, for which it is a managed package. In this case, Impartner was able to pull and update quotes, as well as make direct API calls through the Salesforce Object Query Language (SOQL). This integration allows cost-effective leveraging of such existing tools.
- **Exceptional Partner Engagement.** Many businesses are burdened with multi-tool integration and code development. With Impartner, a single dashboard reports partner activity with personalized touches pertaining to information delivery, training, segmentation and more, which relate to other functions of the platform. PRM customers can segment their partners based on broad filtering criteria and algorithms.
- **Smart Content Management.** Rather than flood partners with content, Impartner’s SmartContent asset management engine shows which content is actually effective. By seeing who viewed, or even previewed,

documents or videos in the library, channel management can determine how best to keep partners informed, compel them to download and share information, and later reward them for their efforts. The asset library also provides an excellent source of feedback that drives knowledge and, subsequently, channel sales and profit.

- **Partner Performance Enhancement.** Each partner is intricately monitored for each step towards their achieving channel sales goals. Partners can be given tasks, resources and then rewards to help them reach objectives.
- **Segmentation that Matters.** Impartner's SegmentAI segmentation engine functionality allows partners to be parsed according to their performance. Those who have completed tasks can gain access to items in the asset library that others cannot. Partner processes make push notifications, messaging, events and other activities easier to automate. These both save time and reach partners that matter most.
- **Advanced Workflow Management.** Impartner's workflows are straightforward to create, span multiple modules, and use the SegmentAI segmentation engine. This lets the user configure triggered activities, which are based on partner status or other characteristics. Unlike other PRM solutions we have reviewed, Impartner does not "silo" its platforms for complete control of each partner. One consolidated, customizable workflow uses logic-based control to handle training, sales leads and content distribution.



Based on our evaluation, the Impartner Partner Relationship Management (PRM) solution offers exceptional functionality for managing business partner sales. Their impressive out-of-box deployment and unique integration features distinguish it from similar PRM systems. We proudly award the Impartner PRM solution the ***Miercom Performance Verified*** certification.

Rob Smithers

CEO, Miercom