

Ribbon Communications: Turning Partner Engagement into Partner Execution

ABOUT RIBBON COMMUNICATIONS

Ribbon Communications (Nasdaq: RBBN) delivers secure cloud communications and IP and optical networking solutions to service providers, enterprises and critical infrastructure sectors globally. We engage deeply with our customers, helping them modernize their networks for improved competitive positioning and business outcomes in today's smart, always-on and data-hungry world. Our end-to-end portfolio of communications software and IP Optical networking solutions delivers superior value and innovation by leveraging cloud-native architectures, automation and analytics tools, and leading-edge security. We maintain a keen focus on our commitments to Environmental, Social, and Governance (ESG) matters, offering an annual Sustainability Report to our stakeholders.



Telecommunications



Plano, Texas



1,001–5,000 employees

Since launch, evolving changes to the portal have been implemented in the same highly responsive manner as the initial implementation.

– Simon Beard, Head of Global Channel Programs, Ribbon Communications

With Channelscaler, Ribbon built a portal partners don't just visit, they rely on.

Ribbon Communications has a large and diverse partner ecosystem, including technology partners, cloud and managed service providers, and value-added resellers.

Before implementing Channelscaler's PRM platform, partners moved through key workflows such as onboarding, training, quoting and transacting, but without a unified system the experience felt fragmented. The pieces existed, but they were not connected in a way that made it intuitive for partners or actionable for the business. The absence of incentives created an additional barrier to sustained engagement. As a result, visibility was limited, partner activity was inconsistent, and internal teams spent too much time chasing tasks instead of scaling the program.

Ribbon's original partner portal was only used by a small subset of partners, limiting its impact. The channel team wanted to change that by extending access to a much broader partner base, while simplifying engagement, driving consistency, and building a scalable, self-service model. With Channelscaler's PRM, they achieved this by closing the gaps and making incentives a core feature from day one to accelerate adoption.

CHALLENGES & PAIN POINTS

- The partner experience felt disconnected
- Partner engagement was patchy and hard to track
- Internal teams were spending too much time chasing activity and reporting manually
- Limited insight into what content was being used or which partners were engaged
- The old portal did not incorporate incentives, which the team saw as essential for both motivation and engagement.

These challenges made it difficult to scale the program or prioritize where to focus. Engagement was happening, but it was fragmented, and difficult to turn into consistent action.

THE SOLUTION



The implementation of the Channelscaler PRM gave Ribbon the chance to scale execution of the program. In less than ten weeks, the team transitioned to a unified portal, expanded access to the broader partner base, transitioning all live quotes and existing content into the new system from day one.

The portal quickly became the partner's entry point and day-to-day workspace, as well as the team's system of record. Channelscaler provided the foundation, and the Ribbon team used it to scale quickly and without disruption to day-to-day business operations such as quoting, pipeline or access to resources.

BUSINESS IMPACT



1

Flawless, fast transition

Ribbon moved to Channelscaler's PRM in under ten weeks. More than **100** live quotes a week were carried over without disruption, pipeline flow continued without interruption, and all content was available from day one.

2

Engagement at scale

By the end of 2024, more than 2,000 users across 750 partner companies were active in the portal. That represents a **70X** increase in **partner users**, a **40X** increase in **partner companies**, and a **60X** increase in **interactions** from launch.

3

Partner self-sufficiency

With the new PRM in place, Ribbon launched a program to expand training and enablement. Interactions rose to more than **6,600** in 2024, sustaining over **2,300** per quarter in the second half of the year. In addition to self-service, training partners now follow clear workflows like deal registration, quoting and ordering with far less manual intervention.

4

Sustained active usage

Engagement is now consistent, with partners returning regularly. Ribbon has layered on new capabilities partners value, including incentives, deal registration, a renewals dashboard and solution planning. Both in-house tools and Channelscaler modules are accessible through one trusted workspace that drives action, not just access.

5

Scalable content with immediate ROI

All content was migrated into the new portal on launch. Channelscaler's CMS simplified publishing and maintenance, while easy integration with Ribbon's internal content management system ensured partners always accessed the latest version automatically. Content usage grew tenfold while the resources required to support it were cut in half.

What previously required two full-time staff now takes half the resources, freeing capacity for strategic programs. The ROI is compelling. Ribbon is delivering double the content with half the effort, while marketing incentives funded through the platform cover the PRM investment by the end of year two.

KEY METRICS

100+

Live quotes a week carried over without disruption

70X

Increase in partner users

40X

Increase in partner companies

60X

Increase in interactions from launch

>6,600

Increase in partner interactions in 2024

THE BOTTOM LINE



By simplifying the experience and giving partners a single place to engage, Ribbon has built a repeatable system that delivers measurable results.

Partners are more empowered and effective. They are not just accessing resources, they are quoting, transacting, training and contributing directly to pipeline. What started as a portal deployment has become a growth engine that enables Ribbon to scale smarter and faster.

For the channel team, guesswork is gone. They can now see activity in real time, not chase it. For partners, the portal is intuitive and self-service, reducing the need for handholding. And for leadership, performance is visible through live dashboards, replacing anecdotal updates with data-driven insights.

What began as a technology rollout has evolved into a complete transformation in how partners engage and how Ribbon supports, scales and drives partner-led revenue.

"The implementation of Channelscaler was fast and flawless, and from day one the portal was easier to maintain. That freed our team to focus on more strategic work. Most importantly, our partners are now confident using the portal on their own, they only come to us if something goes wrong, or how to use new features. That has been transformative."

Simon Beard, Head of Global Channel Programs, Ribbon Communications



The Ribbon team had a clear vision from day one: to make the partner experience simpler, more intuitive, and more impactful. The results they've achieved are a direct reflection of that focus, and a reminder of what's possible when engagement is treated as a journey rather than just a metric.



– Kenneth Fox, CTO & Founder, Channelscaler

ABOUT CHANNELSCALER



Channelscaler is the category-defining platform for modern partner ecosystems. It combines best-in-class, AI-powered, PRM and partner program automation in one modular solution. Born from the union of Channel Mechanics and Allbound, Channelscaler empowers B2B organizations to scale partner revenue with clarity, speed, and control.



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