

CASE STUDY

HOW AN INNOVATIVE CLOUD SOFTWARE PROVIDER IS LEVERAGING A PARTNER PORTAL TO EQUIP ITS GLOBAL PARTNER NETWORK WITH THE TOOLS TO SUCCEED



Rivet Logic's implementation of a Liferay DXP powered Partner Portal creates a platform for innovative software company to drive revenue through partner enablement.

At a Glance

ORGANIZATION

Global Collaboration
Platform Provider

INDUSTRY

Technology, Software

USE CASE

Partner Portal

The new Liferay DXP powered Partner Portal has helped our client streamline its channel management process, improving communication with partners, while equipping them with the tools to more effectively sell the company's product line.

ORGANIZATION

Our client is an innovative cloud software company providing a global collaboration platform that's transforming the way people and teams work together. With more than 500 million users across 180 countries, our client is on a mission to unleash the world's creative energy by designing a more enlightened way of working.

Since its founding in 2007, our client has developed a global partner ecosystem with strategic partnerships with many technology, OEM, distribution, platform, and channel partners to scale globally and deliver integrated end-user experiences.

CHALLENGE

With a Global Partner Network of over 7,000 partners and a growing Reseller Program, our client lacked a central solution for managing and enabling its partners. Relying on a variety of web forms to perform transactions, ranging from deal registration to logging support tickets, was a manual process that proved to be a tedious and inefficient.

To ensure the success of its growing partner network, our client needed a world class Partner Portal solution that could not only

manage its partners around the globe, but also provide the right tools for them to succeed. This includes providing both self-service capabilities - registering and managing deals, creating support tickets, etc. - along with the proper partner enablement tools so partners can become more effective with selling the company's products. This means making sure partners have access to all the latest sales and marketing resources and training materials, essentially everything they need to acquire the expertise necessary to recommend solutions that fit the unique needs of customers.

SOLUTION

Our client knew it wanted to create a personalized experience for its partners through the Partner Portal. After comparing several industry leading tools, the company selected Liferay DXP to build the solution. Liferay's flexible and customizable platform would give our client the ability to tailor the partner experience exactly how they wanted. With Liferay DXP being a new version of Liferay, our client knew they needed an experienced implementation partner with deep expertise to work through Liferay's platform intricacies, and partnered with Rivet Logic to deliver the implementation.

The new Partner Portal provides our client's global partner ecosystem with centralized access to all partner related resources and tools. Available in 10 languages, the solution provides partners with a localized experience based on their region. Leveraging Liferay's Audience Targeting feature, users also receive a personalized experience based on their user role.

Partners can now easily access a variety of sales, marketing and program resources, training materials, as well as

perform tasks like registering and managing deals or creating support tickets. In addition, our client's partner managers can gain a holistic view of each partner through a dashboard upon login, with a summary of each partner's sales forecast and performance.

The solution also integrates with a number of external business systems, including Salesforce for CRM, Zendesk for managing support tickets, and a Learning Management System (LMS) for training.

RESULTS

The new Liferay DXP powered Partner Portal has helped our client streamline its channel management process, improving communication with partners, while equipping them with the tools to more effectively sell the company's product line. Tedious web forms are replaced with user-friendly self-service capabilities, empowering partners to quickly register and manage deals and get the support they need throughout the sales cycle. In addition, having all sales, marketing and training resources centrally accessible equips partners with the tools they need to gain the expertise necessary to achieve higher levels of sales effectiveness and drive additional revenue.

Even more, the solution is also providing our client with new visibility and insight into each partner's sales forecast and performance, helping to achieve better overall results with partners through shortened sales cycles and increased win rates. Looking forward, our client plans on making additional enhancements, including incorporating data and analytics for better metrics.