



IMPARTNER

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ebankIT

Elevating Partner Experiences:

ebankIT Achieves Growth & Efficiency with Impartner PRM

ebankIT is a fintech company providing Omnichannel Digital Banking solutions used by 65+ financial institutions in 12 countries, serving 20M clients. Their platform covers key digital banking components like Internet, Mobile, and Wearable Banking, and integrates seamlessly future-proof strategies for Retail, Business and Corporate clients.

Challenge

Founded in Porto in 2014, ebankIT empowers financial institutions worldwide with flexible digital banking solutions, serving over 65 clients across North America and Europe. With an ecosystem of over 50 strategic partners, each partnership is tailored to specific needs, driving platform growth, enhancing customer experiences and fostering innovation to keep businesses competitive.

The main challenge prior to implementing the Impartner Partner Relationship Management (PRM) solution was the lack of a centralized platform to effectively support partners through every stage of the partnership journey, including onboarding, marketing initiatives, implementation, growth, optimization and expansion. The goal was to align with the business strategy and facilitate the ongoing development of the solution, enabling partners to access critical information quickly and easily.

Partner management was previously manual and one-on-one, leading to inefficiencies across Partnerships, Sales, Delivery, and Product departments. Key challenges included strengthening partnerships, refining GTM strategies and enhancing the customer experience. The goal was to optimize collaboration, create shared value and streamline processes to improve both partner and customer engagement.

Solution

Recommended by a trusted partner, Impartner PRM stood out for its functionality, effectiveness, and comprehensive features, making it the ideal solution for managing partnerships and streamlining key processes. Throughout the decision-making process, the Impartner team provided valuable insights to ensure alignment with ebankIT's goals.

Impartner's robust channel management capabilities, scalability and ability to automate and centralize partner relationships made it the perfect fit for enhancing both internal workflows and external partnerships.

What makes Impartner valuable is its all-in-one functionality. The platform delivers everything we need to efficiently manage our processes in one place, ensuring that it remains a vital tool for both partner and customer management.

ebankIT's mission is to deliver exceptional experiences by integrating solutions that enhance efficiency and provide world-class value to financial institutions. We've partnered with Impartner, whose commitment to innovative partner experiences aligns with ours."

— João Lima Pinto, Founder and Board Member at ebankIT



Industry:

Digital Banking



Location:

Porto, Portugal

Results:



Stronger Partner Collaboration:

Centralized communication improved growth & stronger relationships.



Increased Engagement Metrics:

Year-on-year growth in user activity, account engagement & asset downloads.



Operational Efficiency:

Automation reduced manual tasks allowing focus on strategic goals.



Optimized Workflows:

Real-time insights streamlined internal processes aligning with growth objectives.



Solution Use: Impartner PRM

- **CRM Sync:**
easy, self-configurable integration
- **Dynamic Forms & Workflows:**
scalable partner management
- **Asset Library:**
unlimited digital asset management
- **Analytics:** performance analytics and reporting
- **Content Management:**
personalized messaging & segmentation tools

Platform Connections:



“Impartner enhances our partner experience by streamlining communication, simplifying processes, and increasing transparency. Its ease of use fosters collaboration and drives mutual growth.”

— Larissa Cavalcante, Alliances and Partnerships Manager

Outcome

Impartner has transformed ebankIT's partner management by centralizing communication across sales, marketing, product and training, enabling closer collaboration with partners and customers. Its performance analysis capabilities provide valuable insights into the effectiveness of partner initiatives, enabling the identification of areas requiring improvement and ensuring efforts are more closely aligned with ebankIT's growth objectives.

Portal usage by our partners has become a clear indicator of success, showcasing year-on-year growth across key metrics such as user engagement, account activity and asset downloads. Feedback from our partners has been overwhelmingly positive, with many highlighting the platform's ease of use and effortless management of interactions with us, which fosters stronger collaboration and drives mutual growth.

Additionally, the platform streamlines administrative tasks through automation, reducing manual effort and allowing our teams to focus on strategic activities, enhancing efficiency across the business.

Beyond partner management, Impartner has improved internal workflows by streamlining communication between departments and providing real-time insights into partner performance. Looking ahead, ebankIT aims to further optimize partner collaboration by enhancing training and refining documentation within the Asset Library. These initiatives will further boost engagement, improve efficiency and strengthen competitive advantage in the ever-evolving fintech landscape.

Conclusion

The implementation of Impartner's PRM solution has been transformative for ebankIT, enabling the company to overcome challenges in partner management and drive meaningful improvements across its operations. By centralizing communication, automating processes and providing real-time insights, the platform has streamlined workflows and fostered stronger collaboration with partners and customers. These enhancements have not only improved the overall partner experience but also contributed to year-on-year growth in key metrics such as user engagement, account activity, and asset downloads.

Looking ahead, ebankIT will continue to leverage Impartner's robust capabilities to provide the best partner experience, enhance training initiatives and improve document organization within the Asset Library. By continuously improving these areas, ebankIT is well-positioned to sustain its competitive edge, foster innovation and deliver exceptional value to financial institutions worldwide in an ever-evolving digital landscape.

About Impartner

Each day millions of partners in nearly every industry across the globe access Impartner. Why? Because the partner experience matters and leading channel organizations agree. Impartner is the fastest-growing, most award-winning channel management solution provider on the market. Our Partner Relationship Management (PRM) and Through Channel Marketing Automation (TCMA) solutions help companies accelerate revenue and profitability through their indirect sales channels at every partner lifecycle touchpoint. From partner training and certifications to communications, business planning, and channel compliance, Impartner handles it all and more with best practices and automation built-in. Need to accelerate your channel? **We're ready when you are.**

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