IMPARTNER + **RAPID7**

Rapid7's Transformation: Enhancing Partner Experience Through Automation

Rapid7 is a cybersecurity company that provides solutions for vulnerability management, incident detection, response and security analytics. Founded in 2000, Rapid7 helps organizations detect, monitor, and remediate security risks and vulnerabilities across their IT environments. Its products and services are designed to assist companies in strengthening their overall security posture by identifying potential threats, managing risks, and responding to cyberattacks.

Challenge

Rapid7, a leader in extended risk and threat detection, delivers solutions and services that supercharge security programs, empowering security teams to anticipate, pinpoint and act to secure their organizations.

Rapid7 collaborates with a diverse ecosystem of partners, many of which leverage their partner portal, and is focused on ensuring their partners are enabled and supported to drive maximum impact in line with their near and long-term business objectives. In order to deliver maximum impact, Rapid7 spent time listening to and working collaboratively with their global partner community to best understand their business challenges and opportunities. Some areas of focus emerged around creating more ease and efficiency for partners looking to obtain access to approved quotes, collaborate with Rapid7 sellers directly on their opportunities and have full visibility into their Rapid7 customer renewals.

Solution

To support their vision and achieve long-term goals, Rapid7 turned to Impartner, their long-standing Partner Relationship Management (PRM) platform provider, to help address these challenges and create a personalized partner experience.

Leveraging their existing partnership with Impartner, Rapid7 introduced new automated processes, a modernized portal experience through a redesigned PX interface, and provided partners with deeper engagement and seamless collaboration with Rapid7 teams. These new features provided efficiencies in productivity for their partners and internal teams.

Rapid7's technical team found the Impartner platform intuitive and quickly acquired the skills needed to transition from the classic interface to the Impartner PX™ Partner Experience. They managed the implementation and migration largely independently, achieving a smooth launch within just 8 weeks of kick-off. Additionally, they efficiently added new content, co-branded collateral, and other resources, enabling different partner types to easily access the most relevant information to them.

The seamless integration between their Salesforce CRM and the Impartner PRM system, along with the synchronization and trust established between the two systems, has been a significant win in terms of getting real-time partner data. Any changes made in Salesforce are reflected in Impartner within just 90 seconds.

Industry:
Cybersecurity

Location:
Boston, USA

Results:

→ **Enhanced Partner Engagement:** Greater visibility into opportunities and quotes via self-service access.

→ **Streamlined Operations:** Automation cut time on routine tasks, increasing productivity and efficiency.

→ **Rapid Implementation:** Deployed in 8 weeks due to an intuitive, user-friendly system.

→ **Seamless Integration with Salesforce CRM:** Real-time data sync in Impartner in just 90 seconds.

> " **We are deeply committed to continuously enhancing the Rapid7 experience for our global partner community. We will continue to look for opportunities to modernize, add partner value and streamline our processes to better serve our partners and customers. Our continued investment in the Impartner platform has allowed us to quickly and effectively modernize the partner experience, enabling seamless collaboration between our valued partners and Rapid7."**
>
> — *Kelly Hiscoe, Senior Director, Global Partner Programs and Experience*

Solution Use:
Impartner PRM

- **CRM Sync:**
  easy, self-configurable integration

- **Dynamic Forms & Workflows:**
  scalable partner management

- **Journey Builder:**
  automates progress and rewards

- **Deal Registration:**
  accurate pipeline management

- **Asset Library:**
  unlimited digital asset management

- **Channel Intel:**
  performance analytics and reporting

- **Content Management:**
  personalized messaging & segmentation tools

Platform Connections:

salesforce

> **Even as the least technical person on the team, I was amazed at how intuitive the Impartner platform is. After just 8 weeks of implementation, I felt fully confident navigating it and managing our processes."**
> — *Joe Craig, Program Manager*

Outcome

Rapid7 shared pre-release demos with a number of partners, all of which provided positive feedback on the new features and overall experience. The new Portal experience provides quick and easy visibility into opportunities and quotes, facilitating more effective, real-time collaboration.

Rapid7's partner portal offers partners access to real-time opportunity collaboration, easy access to approved quotes, and customer renewal dashboards that provide a transparent and clear understanding of upcoming renewal opportunities. This is a critical milestone in achieving their goal to provide partners with comprehensive information at the early stages of the sales process and maintain this level of communication consistently throughout the entire sales journey.

Partner-facing teams are benefiting from the elimination of small, time-consuming tasks, allowing them to focus on more strategic partner engagement. Partners can now operate more independently and easily access the information they need, further streamlining the operational aspects of the partnership.

Conclusion

In their transition to the Impartner PX™ platform, Rapid7 successfully streamlined partner management processes, enabling a more efficient, self-service experience for partners. By managing the implementation in-house and achieving a smooth launch within just 8 weeks, Rapid7 was able to enhance visibility into opportunities and quotes, resulting in stronger collaboration and engagement with their partners. The feedback from partners has been overwhelmingly positive and the seamless integration with Salesforce CRM has further improved workflows across the business.

Rapid7 is now exploring additional enhancements to elevate the partner experience, including improved rewards and incentive management capabilities, integration with external Learning Management System (LMS) single sign-on (SSO), and the implementation of a Configure, Price, Quote (CPQ) module.

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 partner marketing automation (PMA) 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 performance compliance, Impartner handles it all and more with best practices and automation built in. Need to accelerate your partnerships?

We're ready when you are.

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