

Scaling Success: How CloudNC Streamlined Reseller Growth with Impartner PRM

CloudNC produces advanced AI-driven software to revolutionize precision manufacturing, accelerating manual processes to enhance efficiency and consistency. Founded in 2015, its world-class team combines expertise in software and manufacturing, supported by top venture capital firms and strategic partners, including Autodesk and Lockheed Martin.

Challenge

CloudNC is a rapidly growing software provider for the machining industry. The company has grown at speed since launching its CAM Assist software to the market in 2024. CAM Assist addresses the manufacturing skills gap by accelerating manual tasks like CNC machine programming, quoting, and tool selection. This AI-driven software reduces programming time by 80%, saving machine shops over 1,000 production hours annually and making them more efficient.

CloudNC's primary business goal is to accelerate sales growth, with its reseller network as a key driver. Resellers are the ideal partners as they sell complementary products that integrate with the company's software, making it an efficient go-to-market delivery strategy. In just six months, its reseller network expanded by 300%, establishing CloudNC as a standout force in the market.

In the initial stage of launching its reseller program, CloudNC used a web-based productivity and collaboration tool, which proved to be labour-intensive and inefficient for onboarding and enablement at scale.

The issues experienced with this approach were manual onboarding, lack of asset segmentation and the absence of streamlined deal registration and order placement. These inefficiencies affected the reseller team, slowing down operations, with long and manual information exchanges and limiting their visibility into deal registrations.

Solution

Recognizing that its former approach couldn't scale for rapid reseller growth, and drawing on prior experience with Partner Relationship Management (PRM) platforms, the CloudNC team evaluated the market options. Impartner stood out for its seamless HubSpot CRM integration. After consulting stakeholders, including the COO and CRM team, a quick decision favored Impartner for its robust compatibility and the confidence it inspired among decision-makers.

The implementation process was completed very quickly in approximately four weeks, with core functionality operational from the start and ongoing updates made following the launch. CloudNC took a hands-on approach, handling the majority of the work, while benefiting from the responsive and dedicated support of the Impartner team. This combination of efficiency, support, and collaboration ensured a smooth deployment.

Using Impartner PRM to automate manual processes improved operational efficiency by centralizing asset sharing, deal registrations, and order placements through the platform with real-time CRM sync to HubSpot. Previously, deal registration was limited to a simple form submission with resellers having no visibility into what had been submitted, making it impossible to review, edit and update proposed deals.



Industry

Software



Location

London, UK

Results

→ **Quick Implementation Process:** completed in 4 weeks from start to initial launch

→ **Rapid Reseller Growth:** scaled partner numbers 300% in 6 months through program automation

→ **Automated Deal Registration:** HubSpot CRM integration providing full visibility & editability

→ **Operational Efficiency:** Automated onboarding, deal registration & asset sharing, reducing manual work

→ **Simplified Payment Processes:** Integration with Chargebee for billing



Solution Use

Impartner PRM

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

Platform Connections



 **Impartner transformed deal registration by replacing a manual, complex process with an automated one with full visibility and editability. Its seamless HubSpot CRM integration made it the clear choice"** *Todd Dahlquist, Channel Sales Manager*

Outcome

Impartner's advanced partner segmentation and process automation capabilities were pivotal features, providing scalability that enabled the company to expand its reseller network dramatically, achieving over 300% growth in their number of resellers in six months with minimal resources required to support it.

The segmentation feature allows new resellers to be assigned specific values, automatically granting them access to relevant information while restricting access to content they shouldn't see, ensuring they can only view what's required.

Overwhelmingly positive feedback has been received from the resellers, who particularly value the ability to view and edit previously registered deals. In addition, the asset library is also a major improvement over the limitations of the previous system.

The integration of Impartner with HubSpot CRM enables seamless, real-time bi-directional data flow. Additionally, a newly implemented API connector integrates with the Chargebee billing platform, automating payment processes and further optimizing operational efficiency.

Conclusion

With Impartner PRM, CloudNC successfully transformed its reseller program, achieving rapid growth and streamlined operations. By automating manual processes like onboarding, deal registration, and asset sharing, the platform enabled CloudNC to scale its reseller network by 300% in six months, requiring minimal internal resources. Resellers now benefit from advanced segmentation, real-time HubSpot CRM integration for better visibility into submitted deals, including the ability to view and edit them. These improvements, combined with the integration of Chargebee for automated billing, have not only boosted operational efficiency, but also position CloudNC for further success and expansion in the machining industry.

 **The scalability of the Impartner platform has been a key enabler for rapid growth. As a one-person team, I've been able to expand our reseller network by over 300% in just six months—and we're continuing to grow quickly."**

Todd Dahlquist, Channel Sales Manager

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?

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HQ: +1 (801) 501-7000 | Paris: +33 (0) 1 87 16 73 86 | London: +44 (0) 204 576 9682

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