

## Flexible Partner Collaboration

The release of Pivotal CRM 6.0 brings many powerful enhancements to the Pivotal Partner Management suite. Now more than ever, Pivotal Partner Management lets you provide the right level of collaboration with the right partners in order to decrease costs while delivering the kind of partner empowerment that creates loyalty.

### **Pivotal Partner Mgmt™ Suite**

- Pivotal Partner Manager™
- Pivotal ePartner™
- Pivotal Partner Analytics™

The Pivotal 6.0 Partner Management suite interacts with and complements the Pivotal CRM Suite, which also includes Pivotal Sales, Pivotal Service, and CDC MarketFirst.

To learn more about Pivotal ePartner and how it can address your firm's unique needs, call us at +1 877-PIVOTAL (+1 877-748-6825).

**In today's economy, the cost of selling direct is almost prohibitively expensive. As a result, companies are recruiting and re-engaging partners to gain market share and maximize channel revenues. But at the same time, the need exists to better manage programs and partners in order to minimize costs.**

Pivotal ePartner, in combination with Pivotal Partner Manager, delivers a self-service, web-based application that simplifies the recruiting, managing, and enablement of partners, while allowing companies to evaluate partner performance based on expertise and revenues.

By extending collaborative sales, marketing and service capabilities to your best partners, routing best leads to the most qualified partners, and improving partner loyalty by rewarding performance, Pivotal ePartner allows companies to recruit and retain better partners for less.

### **Empower Your Extended Sales Team**

By empowering business partners with access to personalized sales, marketing, and customer service applications, companies can consolidate all customer data in a unified repository, thereby improving information sharing, partner collaboration, and revenue forecasting.

- **Sales:** Opportunity management and forecasting enables better management planning and decision making for optimization of demand and supply chain operations. Partners enter and update opportunity information directly through Pivotal ePartner. Partners also gain easy access to a complete set of sales tools including collateral, quoting, and literature fulfillment systems.
- **Marketing:** Improve marketing ROI and product development effectiveness through collaboration on marketing projects and up-to-date market intelligence from partners.
- **Service:** Ensure fast, consistent, and efficient issue resolution by streamlining partner requests for service while tracking, measuring, and controlling the resolution process.

### **Gain Channel Insight**

In addition to the web-based, partner self-service portal, the Pivotal CRM team also provides an employee-facing application: Pivotal Partner Manager, which simplifies the management of partners across the entire partner lifecycle from recruitment to retirement. Specifically designed for channel managers, Pivotal Partner Manager allows you to interact with, monitor and report on partners in order to improve collaboration, increase information sharing, and drive partner sales.

Channel managers can delve into individual partner opportunities, sales cycles, and operations in order to gain a view of partner activity and overall performance, thereby facilitating the identification of "premiere" partners, and better enabling you to incent and foster the kind of partner satisfaction that breeds loyalty.

Pivotal Partner Manager also provides insight into the relationships between channels, allowing you to preempt channel conflict, assign leads based on partner skill sets, and extend internal best practices to each channel in order to ensure customers receive a consistent, channel-independent experience across all touch points.

### **Pivotal ePartner in Action**

The right level of collaboration for the right partner. Out of the box, Pivotal ePartner delivers all the partner self-service functionality required by businesses, wrapped in a user interface design that significantly enhances usability. Pre-integrated with the rest of the Pivotal CRM Suite, all that remains is to apply your company's look and feel.

A personalized login presents partners with information that's relevant to them, now. Request literature, create orders, file a new support request—nothing is ever more than one click away.

## Maximize Channel Revenues While Minimizing Costs

By putting in place a partner self-service solution to facilitate collaboration, you can begin to:

- Reduce partner service/support costs by up to 30% via partner self-service<sup>1</sup>
- Increase revenues by up to 17% by empowering partners<sup>1</sup>
- Increase revenue predictability with partner sales forecasting
- Accelerate the sales cycle by bringing in the right partner at the right time to help identify solutions faster
- Increase lead closure rates by matching requirements to partner skill sets
- Reduce channel conflict by automatically routing leads to the most appropriate channel partners based on pre-defined business rules
- Increase customer satisfaction by ensuring they receive a consistent cross-channel experience
- Increase administrator efficiency via delegated security, lowering partner support costs
- Increase partner mindshare through comprehensive collaboration
- Increase partner loyalty by tracking metrics and rewarding performance
- Gain fast ROI by implementing a low-cost/low-risk CRM-integrated partner management module



<sup>1</sup> Percentages are average results from existing customers. Actual results may vary.

Features	Description
Quote Management	Streamline the quoting process by creating, proposing and automatically expiring multiple quotes per opportunity
Enhanced Discounting	Fixed amount or percent discounting capabilities can be applied at both the line item and quotation levels.
File Attachments	Accelerate problem resolution by allowing Partners to attach files (e.g. screenshots) to new and existing support incidents.
Recruitment Management	Streamline the process of signing up new partners with on-line registration and workflow to automate partner recruitment activities.
Partner Profile	Differentiate partners based on expertise and performance for improved targeting of communications, leads, and marketing programs. Reduce costs and improve data quality by allowing partners to update their own profiles.
Closed-Loop Lead Management	Improve marketing ROI and reduce channel conflict by automatically routing leads to the most appropriate channel partners based on pre-defined business rules.
Role Based Security	Enhance productivity by providing partners access to content and application functionality relevant to their particular needs.
Support Incident Submission and Knowledge Base Access	Reduce support costs and enable timely, consistent resolution of customer issues.
Order Entry and Tracking	Improve order accuracy, partner effectiveness, and customer satisfaction.
Sales Tools and Literature Fulfillment	Accelerate sales cycle times and improve partner loyalty by enabling easy access to a complete set of sales tools, including quoting systems, and pricing information.
Marketing Management	Improve marketing ROI and product development effectiveness through collaboration on marketing projects, and up-to-date market intelligence from partners.
Opportunity Management and Forecasting	Partners enter and update opportunity information directly in Pivotal ePartner, enabling better management planning and decision making for optimization of demand and supply chain operations.
Operational Reporting	Gain immediate visibility into channel operations and performance through a comprehensive set of pre-defined reports.

## Learn More About Pivotal ePartner™

To learn more about Pivotal ePartner and how it can extend the value of CRM in your organization, call us today at +1 877-PIVOTAL (+1 877-748-6825) or visit us at <http://www.pivotal.com>.