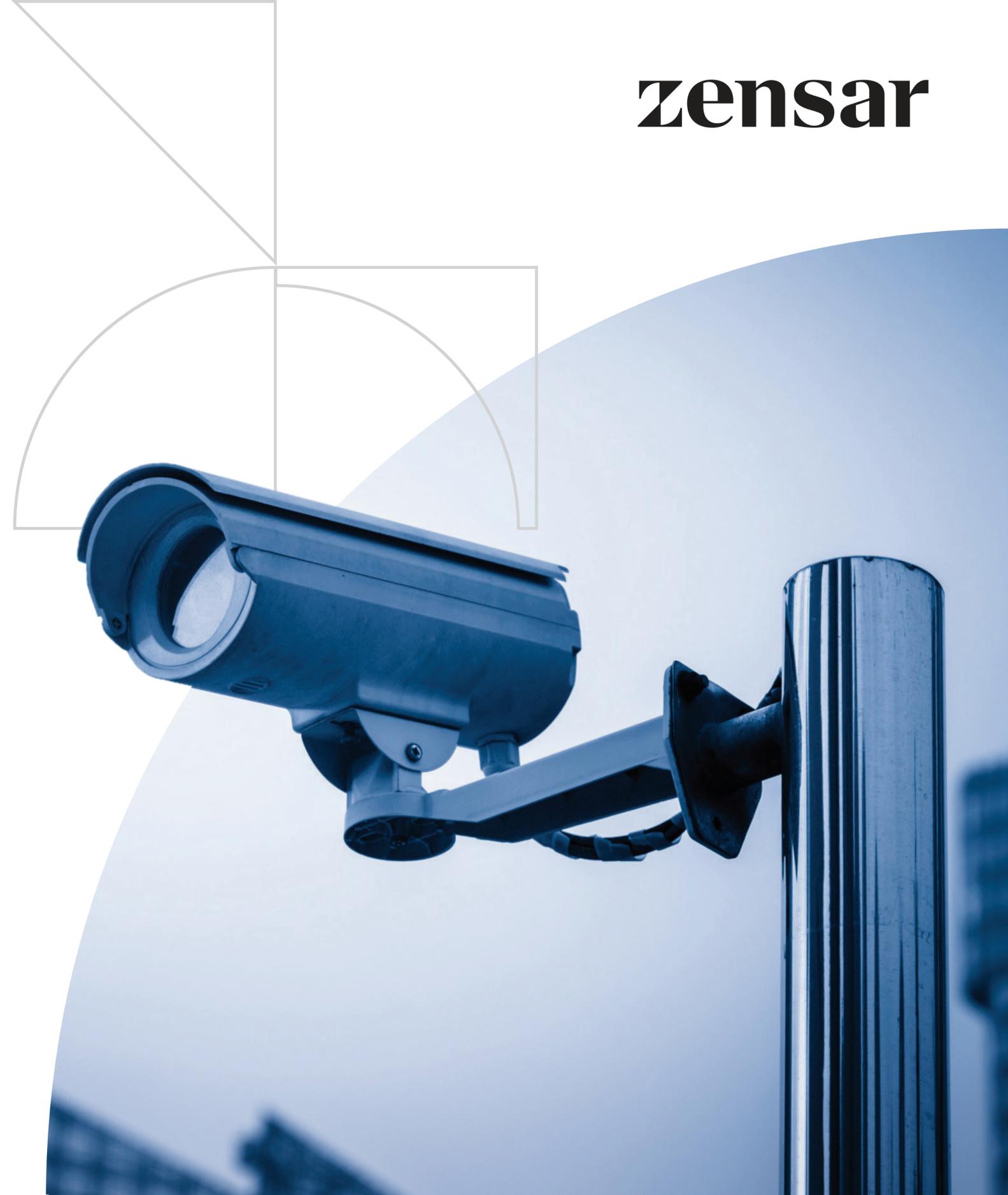


# Improving partner collaboration for a networking equipment seller





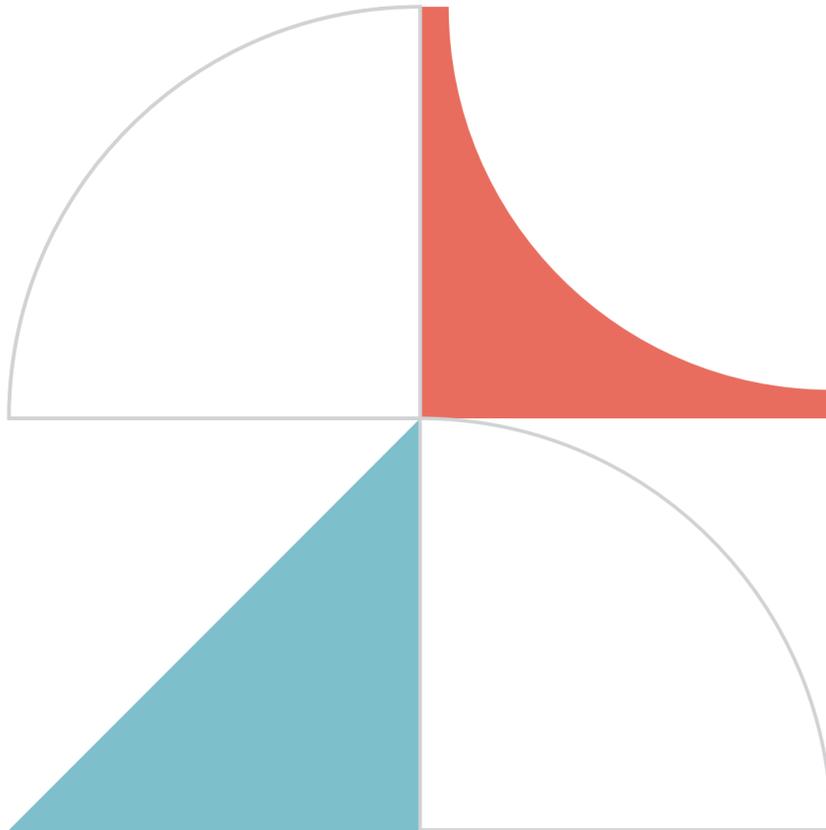
## Overview

A networking company primarily focused on selling cloud-managed IT equipment (wireless access points, switches, firewalls, smart cameras, etc.) to small, medium, and enterprise businesses.

Organization Size: **77500**

Country: **USA**

Revenue: **\$50 Billion**



## Challenges and Goals

The client had an inefficient partner management tool, and difficult to maintain with multiple existing CMS integrations. Limitations of marketing support and analytical capabilities made it difficult to track the overall partner experience in the portal.

This portal did not support multiple languages, which was a hindrance in onboarding new partners belonging to different geographies.

The client required a unified digital portal with language capabilities for easy partner onboarding across geographies.



## Solutions

We completely redesigned the client partner portal from a static informational site, to a dynamic lead generation and business platform. Our efforts largely focused on:

- Single sign-in implementation for internal and external users with one-identity provider.
- A single source content management system implementation through Salesforce (CMS), which avoided the need to integrate multiple CMS systems with the portal.
- A simple integration with Tealium and Google Analytics was carried out to provide analytical capabilities to the client



## Business Impact



Increase in Channel Sales

- >98% workforce utilization
- 70% effort savings in release cycles
- Increased customer engagement and better prospects by sales/marketing functions, with live chats and Einstein
- Improved agent productivity with service console, knowledge and articles
- Customer 360-degree view by integration with SAP systems

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