



StrataVAR Customer Portals

How Cisco Partners use cloud technology to increase their profit growth rate.

StrataVAR Customer Portals extend the VARs database to their customers using secure, scalable and rules-enabled cloud technology. This data pertains to the information specific to each Customer that resides on the VAR's own platform enabled with StrataVAR technology.

StrataVAR is the leader in Commerce Cloud Integration and its customers are among the top Value Added Resellers (VARs) in the ICT industry. Solutions from StrataVAR seamlessly integrate data from the VAR's disparate sources of products and services, such as manufacturers like Cisco Systems and Distributors like Comstor, Ingram Micro and Tech Data.

What are the benefits to the VAR who deploys StrataVAR Customer Portals?

Their rate of profit growth accelerates.

When customers can view their own data, their dependency on the VAR's precious resources is significantly reduced, resulting in a decrease in employee related overhead. For example, using StrataVAR Partner Services Workspace (PSW), a complete, accurate and current database of all commercial data related to each Customer service contract is readily accessible to the VAR organization. When connected with StrataVAR Customer Portals, selected portions of this same data extends to authorized Customer employees. With their own data at their

fingertips, the Customer no longer needs to call or email the VAR every time they have a question about the service data associated with their install base.

Their Customer Satisfaction Scores increase.

A well informed Customer is a satisfied Customer. There is no better way to delight the data center manager, for example then to give him access to the service related data that correlates to his purchases. No more waiting on hold for an answer or checking email to see if the data has arrived from the VAR. In the world of high technology, information accessibility is considered a requirement, not a luxury.

Customer loyalty increases.

There are clearly two huge benefits to the VAR for increasing Customer loyalty:

- Less likely to lose any new deals or renewals to competing VARs, and;
- More likely to pay a higher margin for your products and services based on the leverage of your relationship.

Improved communication through the Portal.

StrataVAR Customer Portals support a two way dialogue and allow the user to send and receive information that is pertinent to the data specifically on the Portal. For example, a change in location of a switch or router can be noted to the VAR while specifically tagged to that device.

This data then becomes a part of the permanent data base for the VAR and the customer, paying dividends in the future as Asset Tracking becomes more critical to both parties.

One Database serving all users.

StrataVAR is the leader in Commerce Cloud Integration.

In today's fast paced world of ICT solutions it is vital for information to flow securely and without delay to the people and processes that depend on data. StrataVAR extensibility through Customer Portals provides a direct path for the single source of truth to pass from Manufacturer to Distributor to VAR and to the Customer.

With StrataVAR, say goodbye to copy/paste.

Automated cloud based data systems connected with StrataVAR eliminate the need for repetitive copy/paste and the large overhead, high error rate and dependencies that have existed in the VAR community for decades. StrataVAR leverages the latest in SaaS software advances to provide cost effective solutions to problems that have never been available before now.

Where can I learn more about StrataVAR Partner Services Workspace?

www.stratavar.com