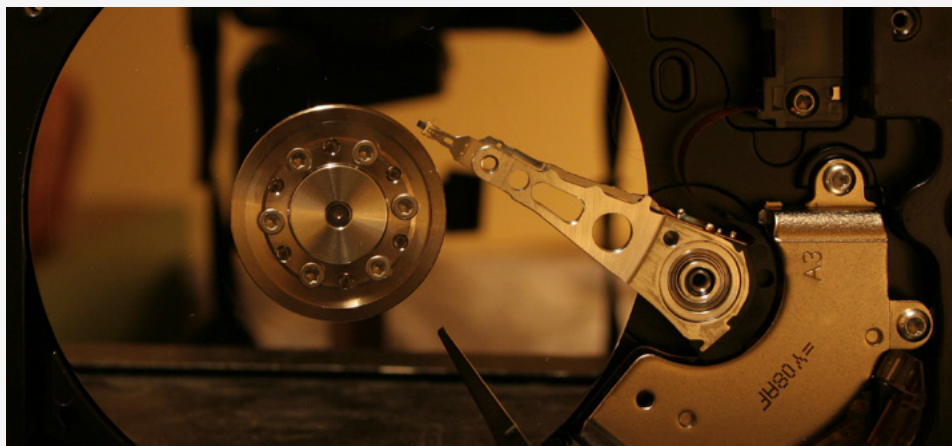




WHO IS CANTO?

Named the most popular provider of digital asset management software in the world, Canto has been a frontrunner in the market for twenty-five years. Its flagship product, Cumulus, is used by one million people worldwide. Co-headquartered in Berlin and San Francisco, Canto delivers software and services that help thousands of companies solve their ongoing brand asset challenges.

DIGITAL ASSET MANAGEMENT

Sales Cloud, Service Cloud, Community Cloud



Canto builds better relationships with partner community

Today's consumers demand more video, more imagery, and more interactive *everything*. Canto designs the software that helps companies securely manage, distribute, and get the most out of their brand's digital assets. But the secret sauce of Canto's success goes beyond its award-winning product line; it invests heavily in building strong partner relationships. In 2013, the company took its relationships to another level by migrating to Community Cloud.

Previously, engagement was spread across multiple channels. Partners had access to a standalone portal, but they weren't seeing much value in it. "They often viewed it as kind of a burden, because it was yet another place where they had to enter data," says Hans Schaedel, CFO.

The Canto Community not only provides partners with a single entry point into the organization, it also offers something that was not technically possible in the portal: the ability to collaborate with other partners as well as Canto's sales, product management, and marketing teams.

"We now have the capability to follow up with our partners," says Schaedel. "So, if we assign them a lead and we notice that there's no activity on their end, we can send them a Chatter message directly from the lead record and check in on the status. It's so much more efficient."

Beyond streamlining all activities related to leads and customer accounts, partners can submit roadmap ideas, collaborate in public or private groups, search an extensive knowledge base, and follow topics they're interested in.

"It's really a one-stop shop," says Schaedel.

Since migrating from a portal to Community Cloud, partner satisfaction ratings have skyrocketed from 20 to 80%. The move was such a success, Canto brought its customers into the Canto Community.

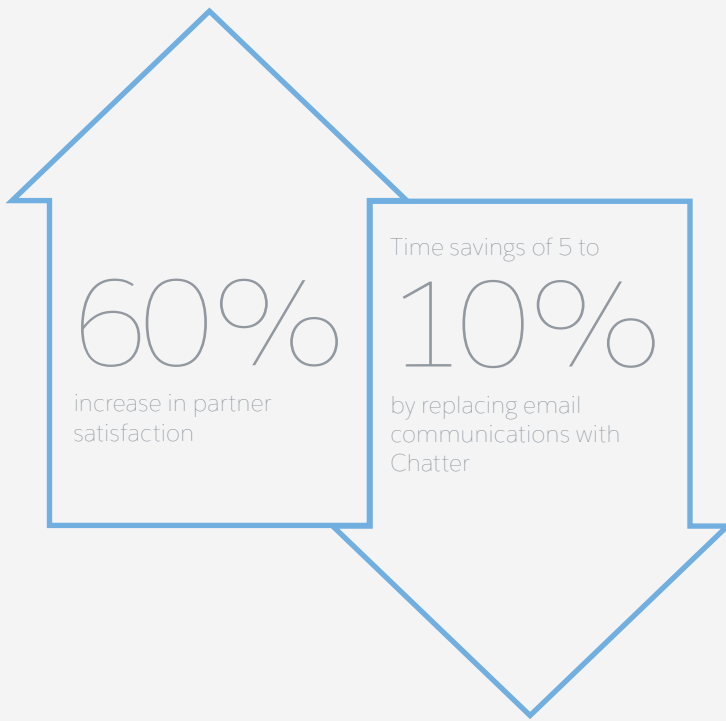
Now, when customers have a question about a product, they can type it into the community's global search box and access all relevant knowledge articles, release

notes, and discussions related to that topic. If they can't find the answer they need, they can post their question to the community and get help from partners and Canto team members.

Partners and customers are also coming together to discuss ideas for product features and enhancements. "*Ideas* has really taken off," says Schaedel. "In the past year, we've had close to fifty member suggestions incorporated into our products."

Future plans include adding a "known bugs" section, enabling electronic contract signing through DocuSign, and integrating with its Intacct accounting system, so partners and customers can view invoices and track annual purchases in the community.

"Community Cloud has really allowed us to get a closer connection with our geographically dispersed customers and partners," Schaedel adds. "And it's also allowed them to provide much more feedback into our organization."



“Portals focus on data.

*Community Cloud offers
so much more..”*

Hans Schaedel
CFO

SALESFORCE CUSTOMER SUCCESS STORY: CANTO

CHALLENGE

Partner engagement was spread across multiple channels

Limited to one-way interactions, partners didn't get much value from their traditional portal

As its product line expanded and became more complex, Canto needed a more comprehensive solution to better support partners and help them sell to global markets

SOLUTION

In just a few weeks, Canto seamlessly migrated its partner portal to Community Cloud with out-of-the-box features such as Ideas, Groups, Knowledge, Files, and Topics

In the Canto Community, partners also have streamlined access to all information related to their customer accounts

Canto later merged its customer and partner communities into a single, collaborative platform

RESULTS

A one-stop shop for partners and customers to track accounts, submit roadmap ideas, collaborate in groups, and tap into an extensive knowledge base

60% increase in partner satisfaction

Time savings of 5-10% by replacing email communications with Chatter

Deeper insight that allows Canto to continuously strengthen its relationship with partners and customers across the globe

PRODUCTS

Sales Cloud

Service Cloud

Community Cloud