



SIMPLUS

CUSTOMER SUCCESS STORY



**DAMBALLA**

# Damballa

Damballa is a cyber security company specializing in network monitoring for advanced threats. Damballa was founded by data scientists in 2006 who had the foresight to realize that signature and reputation-based security tools would eventually be outsmarted by attackers. Today Damballa monitors nearly 15% of the world's Internet activity and protects more than 1/2 billion devices.

**Headquarters** Atlanta, GA

**Website** <https://www.damballa.com>

**Industry** Cyber Security

## Simplus Services



Advisory Services



Implementation Services



Custom Configuration



Change Management



Managed Services

## Salesforce Clouds



Sales Cloud



Service Cloud



Salesforce Billing



Salesforce CPQ



Pardot



Community Cloud

## The Challenge

The team at Damballa faced three main challenges:

**Deal Registration** Fragmented deal registration and approval processes lacked visibility and traceability for partners.

**Partner Margin Management** No real-time calculation existed to provide transparency into margin calculation and reporting metrics.

**Collaboration** No collaborative partner community was available to allow members to quickly search for relevant content or share questions with peers or the Damballa support team regarding a specific topic.

## The Solution

“When exploring options to improve our Partner Portal’s collaboration and self-service, we felt a Salesforce Community was the way to go but didn’t know how to get there. Simplus’ expertise in the business process and technology of Salesforce Communities provided the leadership we we needed to bring it to life.”

- **Mark Sladden** *Director Education & Enablement*

### **Damballa Drive Partner Community**

Allows over 80 partners to self-sufficiently submit new deal registrations and approvals while allowing visibility and traceability on records that were owned by partners.

### **Margin Calculation Solution**

Allows partners to see real-time partner margins on opportunities based on the level of involvement during the deal cycle.

### **Chatter Answers & Content Libraries**

Gives partners the ability to quickly collaborate with peers and Damballa by sharing questions on Chatters Answers and allows partners to quickly search for relevant content using the Content Libraries.

## The Results

By enabling the Partner Community, Damballa can now allow partners to quickly and effectively submit deal registrations and view real-time margin incentives on open opportunities.

The Community also allowed Damballa’s channel managers to focus more on partner relationships and less on transactional processes.