



DATA SOLUTIONS PORTFOLIO

# Partner Relationship Management Accelerator



## More sales. More leads. More results.

Improve your partner engagement and forecasting. Streamline lead management. Strengthen your mobile tools and communities, giving partners real-time information anytime and anywhere.



And that's just the beginning. See how with this proven manufacturing solution, built by Perficient and powered by Salesforce.

## How It Works: 5 Elements for Success

### Program Management

Simplify experiences for your partners, and give them the right tools for success.

- Easy and efficient onboarding
- Accurate forecasting
- Market share visibility across partner networks
- Access to product and sales info
- Training, support and knowledge sharing

### Partner Scorecard

Get a single dashboard for every partner, so you can see everything at a glance. Plus, you can manage it from anywhere.

- Partner status and tiers
- Commitments and contracts
- Predictable partner revenue
- Reliable forecasting

### Partner Marketing

Put personalized campaigns at your partners' fingertips — all through a corporate program to ensure consistency with your brand and offers.

- Digital asset management
- Budget-approved and brand-compliant materials
- Customized for product campaigns and customer journeys
- Seamlessly integrates mass media, digital, and social campaigns

### Market Development Funds

Fuel growth for your partners and your organization.

- Complete visibility into customer engagement across corporate and partner campaigns
- Optimized total marketing spend, using corporate marketing to fuel brand and product awareness and partner marketing to promote service, support, and special offers
- Closed-loop campaign and media mROI

### Partner Lead Management

Directly link your marketing activities to bottom-line revenue and results with:

- Campaign hierarchy
- Demand generation game plans
- Attribute and interaction lead scoring model
- Lead nurture pathways
- Territory lead routing
- mROI reports and dashboards

### Customer-Driven, Real-World Proven

- Get real-time collaboration between your company and your partners
- Improve accessibility with responsive, mobile tools and dashboards — available from anywhere
- Deliver a seamless experience for your partners
- Make it easy to do business — the #1 driver of partner loyalty