

Co-Sell with AWS and Microsoft from Inside Salesforce

"We need information in real time throughout the lifecycle of partnering and that's what WorkSpan provides"

-Karl Fahrbach, Chief Partner Officer, SAP

"WorkSpan makes it so much easier to partner with multiple parties in the market"

-David Stone, Vice President and GM, Worldwide Ecosystem Sales Leader, HPE

50%

increase joint pipeline

24%

increase average deal size

25%

increase average win rates

30%

increase deal velocity

Enterprise spend on hyperscaler clouds like AWS and Microsoft Azure is growing rapidly, and co-sell with AWS and Microsoft has grown with it to provide customers with a simple and seamless buying experience for AWS, Microsoft, and partner solutions. For AWS and Microsoft partners, the co-sell model provides access to new markets, a powerful referral engine, and a platform for scaling revenue growth.

Unfortunately, co-sell processes with AWS and Microsoft can be highly manual and full of friction, making it difficult for partners to capture much of the value in the co-sell partnership. Countless hours spent on data entry to share referrals, difficulty providing up-to-date pipeline visibility, disjointed collaboration using spreadsheets and emails, to name a few.

Turnkey Platform for Co-Selling from Inside Salesforce Sales Cloud

WorkSpan is the leader in co-sell management applications and provides a SaaS platform for efficiently managing and scaling your AWS and Microsoft co-sell business. Our turnkey solution integrates with AWS ACE or Microsoft Partner Center, and your Salesforce CRM instance and helps you:

- Automate and simplify opportunity referral sharing with AWS ACE or Microsoft Partner Center from inside Salesforce with the easy-to-use WorkSpan Salesforce application

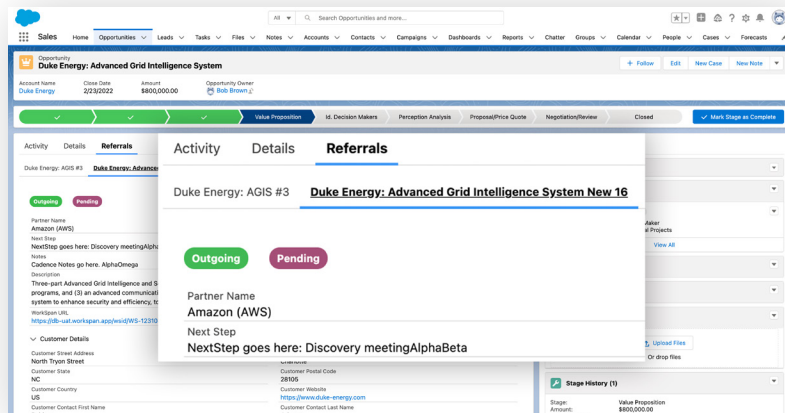
- Connect your field sales team directly to AWS or Microsoft field sellers
- Track incoming and outgoing pipeline, partner influence, and sales performance in real-time with KPI reports and analytics
- Gain full control over your data with granular and configurable data sharing, access, and security policies

Automate and Simplify Referral Sharing

With WorkSpan, you can submit your Salesforce opportunities to AWS ACE or Microsoft Partner Center with just a few simple clicks. Our platform helps ensure timely and error-free referral submissions with features such as opportunity sales stage mapping, referral form autofill and validations.

You can quickly accept inbound referrals and create Salesforce opportunities without manual data entry. You can also avoid duplicate records in your Salesforce by using our opportunity linking feature.

With WorkSpan's advanced bi-directional integrations, your opportunity referral data is always synced between your Salesforce and AWS ACE or Microsoft Partner Center. Plus, granular and configurable data sharing, access, and security policies put you in full control over your data. You can take advantage of these capabilities with our Salesforce application all without CRM customizations, coding, or changing your existing CRM business rules.



Solution Brief

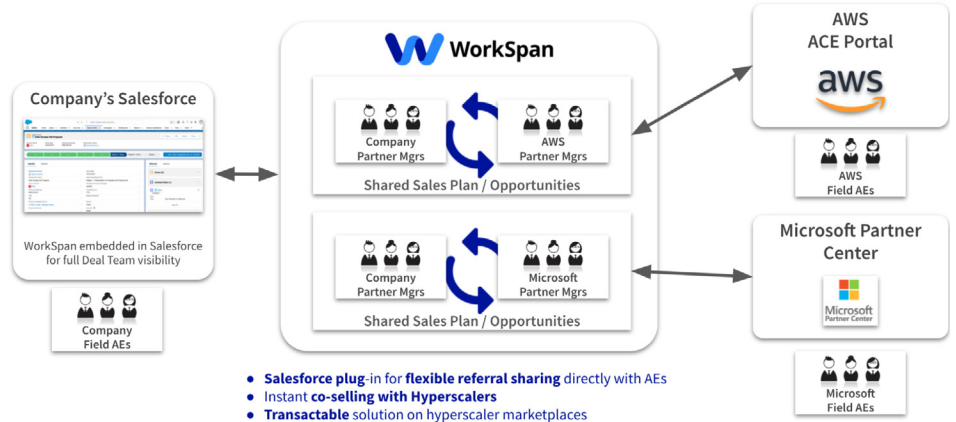
Efficiently Plan and Execute Co-Sell Motions

WorkSpan is a single place for you to manage your co-sell planning, opportunity collaboration, and workflows with AWS or Microsoft instead of relying on multiple versions of the truth and a jumble of disconnected tools such as spreadsheets, forms, and emails. The WorkSpan platform and our Salesforce application delivers complete visibility into your co-sell opportunities. You can segment the opportunities by sales stage, region, referral direction and more. You can also track co-sell opportunity pipeline, wins, partner-sourced vs. AWS or Microsoft-sourced revenues, and the key metrics critical to running your co-sell business.

With WorkSpan, it's simple to keep everyone on the same page with a shared view of co-sell plans at the global, regional or business unit level and empower your team to quickly take action on deals that need attention. Rich collaboration features help your team accelerate deal execution with cadence notes, task assignments, and automated workflows. When there are key events such as new referrals or updates to the stage of an opportunity, WorkSpan can automatically notify the appropriate team members via their preferred communication channels.

Track Performance and Enable Data-Driven Actions

To maximize your co-sell revenues and ROI, it's critical to manage co-sell as a data-driven business. WorkSpan gives you clear sales



performance insights in real-time with our auto-generated reports. You can also visualize your co-sell performance with intuitive charts - actuals vs. goals, pipeline metrics, partner-sourced revenues, performance by region, and more.

You can easily share performance reports and charts with your team, internal stakeholders, and AWS or Microsoft to enable data-driven planning and execution. With WorkSpan, powerful data insights are always at your fingertips to help you drive more effective pipeline management, resource investment decisions, and QBRs.

Scale Your Co-Sell Business with Speed

WorkSpan automates and streamlines your co-sell processes so you can eliminate manual

and repetitive work, increase referral volume with AWS and Microsoft, accelerate deal cycles, and quickly scale your co-sell revenues.

WorkSpan provides a turnkey solution with best practices and expert guidance at every step so your team can be up and running in a few weeks instead of spending months and valuable resources on custom development. WorkSpan takes care of the heavy lifting and manages the continual changes in AWS and Microsoft APIs and processes so you can avoid disruptions and focus on growing your AWS or Microsoft co-sell business.

"WorkSpan has helped us address the difficult challenge of organizing joint sales pursuits between two global companies with different commercial models."

-Connor McCarren, Go-to-Market and Field Operations, SAP

The World's Leading Technology Companies Drive Co-Sell Revenue with Partners on WorkSpan



ABOUT WORKSPAN

WorkSpan is the #1 ecosystem business management platform. We give CROs a digital platform to turbocharge indirect revenue with their partner teams at higher win rates and lower costs. We connect your partners on a live network with cross-company business applications to build, market, and sell together. We power the top 10 business ecosystems in the technology and communications industry today, managing over \$50 billion in joint pipeline.