

Obrela Security Industries - Cybersecurity



The Problem

Obrela Security Industries, a leading cybersecurity services provider, was managing its partner ecosystem through entirely manual processes, while they were already Sales Cloud users. Partner accounts lacked proper structure, onboarding was time-consuming, and partners had no self-service capabilities to submit leads or track opportunities. Internal teams had limited visibility into partner activity and performance, while the existing data model created reporting challenges.



Fit with Salesforce

Experience Cloud (Partner Community) provided a branded, self-service portal for deal registration and opportunity tracking. Used on top of **Sales Cloud**, the portal enabled automated workflows, proper partner account management, and comprehensive performance reporting with role-based permissions and secure data access.



How Appex Helped

- Implemented a complete Partner Community portal on Experience Cloud with custom domain configuration and Obrela's branding.
- Restructured partner account management using native Salesforce partner profiles, replacing manual custom field tracking.
- Created a self-service deal registration system with approval workflows, lead qualification, and automatic conversion to opportunities.
- Developed comprehensive reporting dashboards for both partners (deal status, conversion metrics, commissions) and internal teams (partner activity, revenue tracking, login analytics).
- Provided admin training for partner lifecycle management including onboarding, offboarding, and password resets.
- Delivered training to manage the platform and conducted a useful handbook for the partners to onboard to the portal faster.



The Result

Obrela now operates a self-service partner portal that transformed channel management from manual to automated, freeing more than 50% of the Partner Manager's time in onboarding and offboarding partners, as well as to track their performance. Partners independently register deals and track opportunities in real-time, while internal teams gain clear visibility into partner performance through comprehensive dashboards.