



# Energizing the Partners' Marketing Portal for accelerated user adoption of marketing tools

In their global reach offering multiple products to VARs, dealers, and end-customers, our client, the largest software company in the world, works closely with over 60,000 partner resellers globally. The client has established an enterprise-wide portal — a repository of numerous tools and frameworks that the partners can use to derive solutions. These tools help the partners' sales force be more knowledgeable about the client products, user requirements, and ecosystem. Given that the global partner force works in different time zones, cultural environments, and in unique selling situations, the partner-enabling portal is expected to provide the most flexible tools to the user groups, while maintaining a unified and adaptive user experience.

## **The current suite of tools was reviewed in line with user requirements, and Revel identified the following issues:**

- The number of users was dropping
- Delivering leads from marketing to sales, and tracking the lead life-cycle proved difficult
- User adoption was slow, and the rigid system did not allow user customization
- With revenue in the billions dependent upon this portal, the partners' adopting and utilizing the system is critical to growth

Following the feedback, Revel worked with the Business & IT to scope out the new product roadmap, including reusing existing components, specifying new features, and planning a staged introduction of future modules.

Leveraging partner conferences through the project timeframe, Revel presented user scenarios to the global partners force, identifying the right product features and modules that would help the 60,000-strong user group sell more effectively.

## **Working with the internal IT team, Revel Consulting began a full review-revitalize-rebuild program for this platform. Reviewing the current system with user focus groups, Revel identified the following partner issues:**

- Disparate user experience across partner-enabling portal
- Lack of data integration across tools
- Absence of business intelligence modeling for account planning purposes
- Complex wizards for guided-selling
- Inability to effectively provide training and adoption for the field



Revel then provided critical project management capabilities, uniting IT and portal-owner groups to build a business-driven solution. In the course of 13 months, Revel provided tight change management, escalation resolution, and build-out frameworks that has the helped the client IT team to deliver a new portal a month ahead of schedule.

**The portal roll-out empowered the global partners to:**

- Customize the CMS-driven portal to suit different groups—VARs, subsidiaries, and end-retailers
- Create, upload, and share business and market insight materials, collaborate on content, and review with experts
- Provide common and thin-client widgets to enable seamless collaboration in real-time across time-zones
- Create access for multiple users to pull down and demo features during customer presentations over web browsers
- Enable client publishing team to cross-publish information, tools, and marketing material across geographies, and provide rights-management capabilities