Creating a partner experience that helps technology companies thrive
Deloitte's Partner Relationship Management (PRM) solution utilizing salesforce.com technology

> "If a company doesn't have a channel process, this solution will enable it. If a company already has a process, this will improve it."
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> **— Director of Business Sales Transformation of Hi-Tech Manufacturing Company**

Today, technology companies are challenged with creating a partner experience that is user-friendly, functional, and can meet the dynamic needs of their marketplace. Sales and channel executives want a partner program that can help increase partner productivity and support channel revenue growth without resulting in extensive operational costs or decreased margins.

Building on our extensive experience in the technology industry, Deloitte has developed a pre-configured Partner Relationship Management (PRM) solution that helps our clients in their efforts to improve partner experience and loyalty, increase partner productivity, and realize greater channel efficiency. It offers a superb experience for partners through a partner portal that gives them all the information they need in one convenient place. It also includes pre-defined process workflows that make it easy to execute pricing, quoting, and partner management processes in a consistent and effective manner.

Addressing full partner management lifecycle

The pre-configured PRM solution for the technology industry can make it easier for partners to do business. And, through an industry-leading PRM portal, your partners gain access to the full partner management lifecycle from recruitment to development, growth, planning, and partner retention. The portal is designed to make it easy to collaborate with partners, giving them access to the information they need for each stage of the lifecycle.

Business objectives	Identify and Qualify Partners		Increase Partner Productivity		Greater Channel Efficiency	Improve Partner Experience and Loyalty
Partner Lifecycle	1. Recruit	2. Develop	3. Grow		4. Plan	5. Retain

Faster time-to-value with a pre-configured solution

Many of Deloitte's technology industry clients have confirmed that the pre-configured capabilities in Deloitte's PRM solution match their needs well. When you are evaluating the solution, we will work with you to do a fit/gap analysis that shows how the solution can meet your requirements. You can even take it for a test drive. Our pre-configured solution can enable you to begin realizing value from your investment right away as opposed to taking months to build a new PRM solution from scratch.

Deloitte's PRM solution based on salesforce.com technology provides benefits that can help you meet your business challenges and realize faster ROI. Benefits can include:

- Launch PRM capabilities in weeks rather than months or quarters so that you can start seeing the benefits promptly.

- Simplify communication using a common lexicon for working with partners.

- Promote earlier focus on adoption by enabling system test drives early.

- Utilize pre-built processes, workflows and training materials for major capabilities such as deal registration, joint business planning, and allocation of marketing development funds.

- Access role-based functionality, which includes roles for functions such as channel operations and channel managers.

- Avoid additional software license fees since the pre-configured solution is part of Deloitte's consulting services.

If you have an existing Salesforce deployment, we use tools and techniques to take Deloitte's configuration and overlay it onto your existing system to give you the configuration you need.


PRM Solution Capabilities

This is a technology industry-specific PRM solution. We talk your language. We have configured your business processes using Salesforce® and these are the capabilities our solution contains:

- Partner Portal
- Employee Portal
- Partner Registration
- Lead Distribution
- Deal Registration
- Partner Quoting
- Partner Opportunity Management
- Special Pricing Request
- Joint Account Planning
- Marketing Development Funds
- Social Collaboration

The PRM solution is easily adapted to fit your business needs

Pre-defined functionality provides a starting point that can be tailored to meet your different business circumstances. Because the workflows are built on the Force.com® platform, they can be easily modified to support different requirements or expanded and improved in a later phase of your implementation. For example, the Force.com platform gives you the flexibility to define additional user roles or to configure workflows, including adding new workflows to your solution.
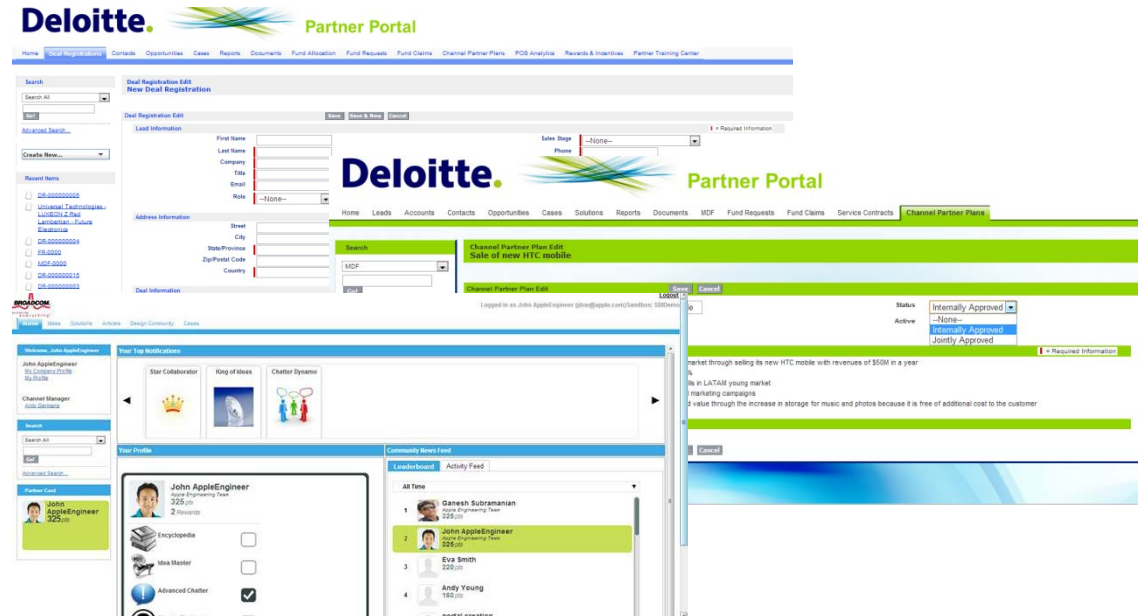
The benefits of enabling social business in your partner relationships

Deloitte recognizes the importance of social business to enhance the partner experience and we have incorporated some innovative ideas. Everyone likes some friendly competition, so we have included gamification in our PRM solution. This functionality helps support deeper collaboration with partners and teams that include partners. Gamification can enable you to reward your partners for behavior that drives productivity and increased sales.

Industry and application know how

Deloitte is one of the services leaders in the technology industry and serves many of the Fortune 500© global companies. Across the major industries that we serve, our teams include high-profile luminaries who are widely recognized as leaders in their industries, bringing the profound knowledge and cutting-edge insight required to meet today's biggest challenges. Our experienced industry teams can bring a strategic and practical perspective on what can work — and what may not.

Force.com and Badgeville tool with pre-configured social capability:

- Monitor and react to SFDC collaboration conversations with channel partners
- Automated workflow for design community interaction
- Channel partners achievements for being a top collaborator
- Leaderboards between within channel partner organizations

In the technology sector, our specialists are steeped in the latest trends that are enacting sweeping changes over the industry. The trends of mobile, social, touch and analytics in the cloud are creating new markets and new revenue opportunities for companies that are leading the way.

We also bring practical experience and know-how about PRM. Based on our experience with large PRM implementations, we've captured leading practices and business processes and have built our pre-configured solution around them.

Deloitte service delivery

Our clients are looking to increase growth by improving the effectiveness of their customer operations, enhancing the customer experience, and driving innovation into the heart of their business. Deloitte uses social CRM and mobile technology to help solve our clients' business problems and provide a better user experience with simpler technology, faster implementations and higher ROI. With practitioners in over 150 countries, Deloitte's network of member firms provides virtually unmatched industry depth and a breadth of services.

Next steps

To get started on your path to better partner relationships and increased channel revenue, contact Deloitte right away to schedule a live demonstration or an assessment of your requirements and how they can fit with Deloitte's pre-configured PRM solution. If you want to waste no time, talk to us about a rapid 8-week deployment to get up and running as soon as possible.

The following Deloitte team members can help you take your next step to drive greater channel efficiency while improving partner experience, loyalty, and productivity:

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