

Deal Registration for Salesforce Communities Case Study: SimpliVity



CHALLENGE

Experiencing rapid growth in its hyper-convergence infrastructure market, SimpliVity was looking to improve partner pipeline visibility and the effectiveness of its deal registration tools. Ideally, a solution that would resonate with its mission to simplify IT by simplifying processes and improving visibility for all the principal stakeholders supported in its global, two-tier distribution model.

To achieve their business objectives, the new system needed to satisfy the needs of three key constituencies –

- SimpliVity
 - SaaS solution that was cost-effective, easy to deploy, manage and modify in-house
 - Improved visibility for the field to more effectively manage partners and map new business opportunities
 - Business processes and tools that reflected the SimpliVity commitment to be easy to do business with and which provided partners with a best-in-industry ability to manage their registrations
- SimpliVity Resellers
 - Improved visibility for all registration requests and status via single dashboard
 - Ability to better manage the registration for their entire sales team’s activity aligned to the way they manage the process
 - A seamless transition to the new tools and processes so as not to disrupt ongoing deal activity
- SimpliVity Distributors
 - Needed a tool to gain visibility to all Registrations submitted by their reseller partner

VARTOPIA SOLUTION

The Vartopia solution comprised three key components:

- The **Vartopia Salesforce Application** that enables SimpliVity sales and channel teams to access, act-upon and analyze all the registration activity within their Salesforce environment
- A **SimpliVity-branded deal registration portal** that enables partners to submit, manage and measure SimpliVity registered deals in a manner consistent with the partner’s operational preferences
- Distributor access via the deal registration portal to provide visibility to activity and status for their partners

In addition to its SaaS-based software, Vartopia provided comprehensive design and development services throughout the implementation project to facilitate rapid deployment of the improved deal registration capabilities and guidance regarding best practices gleaned from its many implementations. Additionally, Vartopia

partner concierge services were provided to provide just-in-time system training via webinar and to ensure any partner queries were resolved quickly and completely.

“We’re very pleased with how the Vartopia solution has made it easier for our distributor and reseller partners to manage their deal registrations and, more so, raising their visibility to SimpliVity deals.” – George Hope, VP Global Channels, SimpliVity

RESULTS

- Deal registration increased nearly three-fold from the time SimpliVity began exploring alternatives to the time the new deal registration portal was launched – enabling SimpliVity to continue to scale its business
- Deal registration grew an additional 20% within the first six months of the platform implementation and partner generated demand continues to grow at a pace faster than overall demand
- Channel Account Managers can now map partner-driven opportunities easily within Salesforce dramatically improving their ability to manage partner relationships more effectively while improving operational efficiency and speed of response to partner registration requests
- Managing spiff rewards has been made vastly simpler by leveraging the deal registration object data to drive automated spiff fulfillment to partners’ employees

“Working with Vartopia has made us better operationally and enhanced the ability of our Channel Account Managers to leverage deal information to build stronger, more resilient relationships with our partners.” – Lisa Johnson, Channel Sales Operations Manager, SimpliVity

ABOUT SIMPLIVITY

Founded with a mission to simplify IT, SimpliVity is a pioneer in the hyperconverged infrastructure market, disrupting the status quo of complex and cumbersome legacy IT systems. SimpliVity’s hyperconverged IT platform delivers enterprise-class performance and availability that today’s IT leaders require, with the cloud economics their business demands. No other company has taken on the mega task of assimilating all IT elements below the hypervisor (8-12 disparate functions) into a simple 2U building block of x86 sharable resources to deliver unmatched IT simplicity, operational efficiency, and 3x TCO savings. The company’s unique data virtualization architecture improves performance, protection and data efficiency, while also enabling global unified management from a single console. SimpliVity has revolutionized IT systems for hundreds of enterprises around the world. Headquartered in Westborough, Mass, SimpliVity’s business model is 100 percent indirect, and its solutions and professional services are available worldwide through its network of resellers and distributors. For more information, visit www.simplivity.com.