

Quantum Chooses Vartopia to Optimize Its Channel Program, Improve the Partner Experience, and Future-Proof Operations

The Company

Quantum is a technology company that helps customers capture, create, and share digital content—and preserve and protect it for decades. The publicly traded company is headquartered in San Jose, California, with offices and channels around the world.

The Challenge

In 2000, Quantum bought a proprietary software solution to manage deal registration for its five-star channel partner program. The solution worked well enough, but Quantum's IT team had to manage the software internally, eating up precious resources. Making matters worse, the makers of the solution suspended feature upgrades, so the platform was essentially frozen in time.

“At some point, we realized we needed to make a jump off of the legacy platform to something else,” explains Jim Simon, the Malaysia Site Leader at Quantum, who has been with the company more than 20 years.

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The Solution

As the Quantum team began looking for a solution, one of their trusted channel partners recommended Vartopia because it helps make resellers more efficient. Based on that recommendation, the team ran Vartopia through a rigorous 30-question security protocol checklist.

After assessing their options for six months and demoing the platform with the Vartopia sales team and CEO Michael Reilly, the Quantum team was sold on the platform. Although the Quantum team knew that some partner relationship management (PRM) offerings included basic deal registration capabilities, they also knew that, in Simon's words, "Vartopia was widely considered to be one of the best deal registration solutions in the market."

"We knew that if we went with Vartopia, our partners' jobs would be easier," Simon says. This, in turn, would make their program even more attractive to potential partners. "When you get to our size and scale, you really want the best, and that's one of the reasons why we went with Vartopia."



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The Results

Since moving to Vartopia and going live in August 2019, Quantum hasn't looked back. As a result, it has a powerful deal registration solution that makes life simpler for both channel managers and partners. Thanks to Vartopia, Quantum has experienced a number of benefits, which we'll briefly examine next.



1. "Instantaneous" ROI

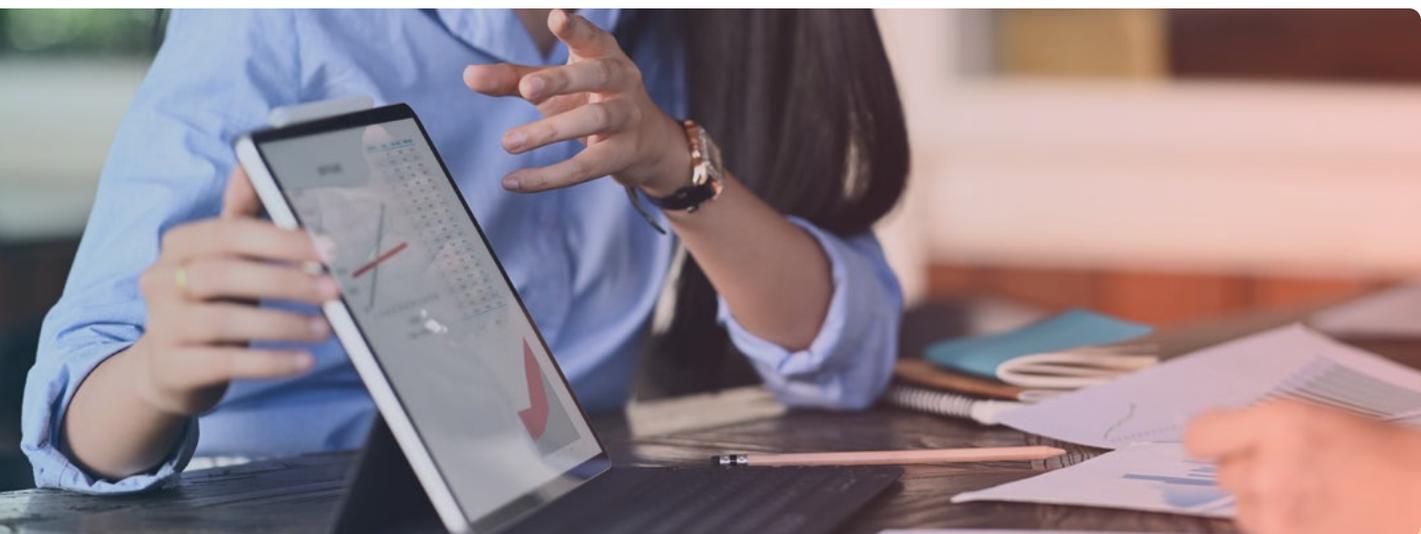
For Simon, implementation went smoothly. Vartopia had access to Quantum's Salesforce sandbox and installed the software there so it could be tested before it was put into production.

"Registrations using Vartopia required very little learning curve," Simon says. "The switch

from the legacy solution to Vartopia was done over a weekend and business didn't miss a beat starting Monday."

According to Simon, when Vartopia's EZ Update feature was turned on for a high-volume product, Quantum salespeople were instantly relieved of needing to ask channel partners about the status of their opportunities. "EZ Update pings channel partners for information on certain opportunities freeing up sales resources," Simon says. "Moreover, partners love EZ Update as replying takes just seconds and can be done on a smartphone.

Partners can even request an extension for their deal registration with the tick of a box.





2. More Efficient Operations

Thanks to Vartopia's native Salesforce integration, Quantum could bake more efficiency into its operations right off the bat—which is a big deal when you're managing “thousands and thousands” of deal registrations. Now, when a deal registration opportunity comes in, it's easily attached to the end user account in Quantum's Salesforce instance, which prevents the accidental creation of duplicate opportunities and unnecessary accounts.

“We removed thousands of duplicate opportunities, and that really helps with our reporting and makes us much more streamlined,” Simon says. “The efficiency and data hygiene made a huge difference.”

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3. Improved Partner Experience

With Vartopia, partners only have to fill out deal registration information one time for a particular customer. Once that's done, it is saved in the system and doesn't have to be inputted again.

“Anything we can do to make the process easier and frictionless for our partners will help make us the preferred vendor over our competitors,” Simon says. “With Vartopia, we saw that we could have a much better registration form, which enabled us to save our partners a significant amount of time.”



4. Faster Payouts

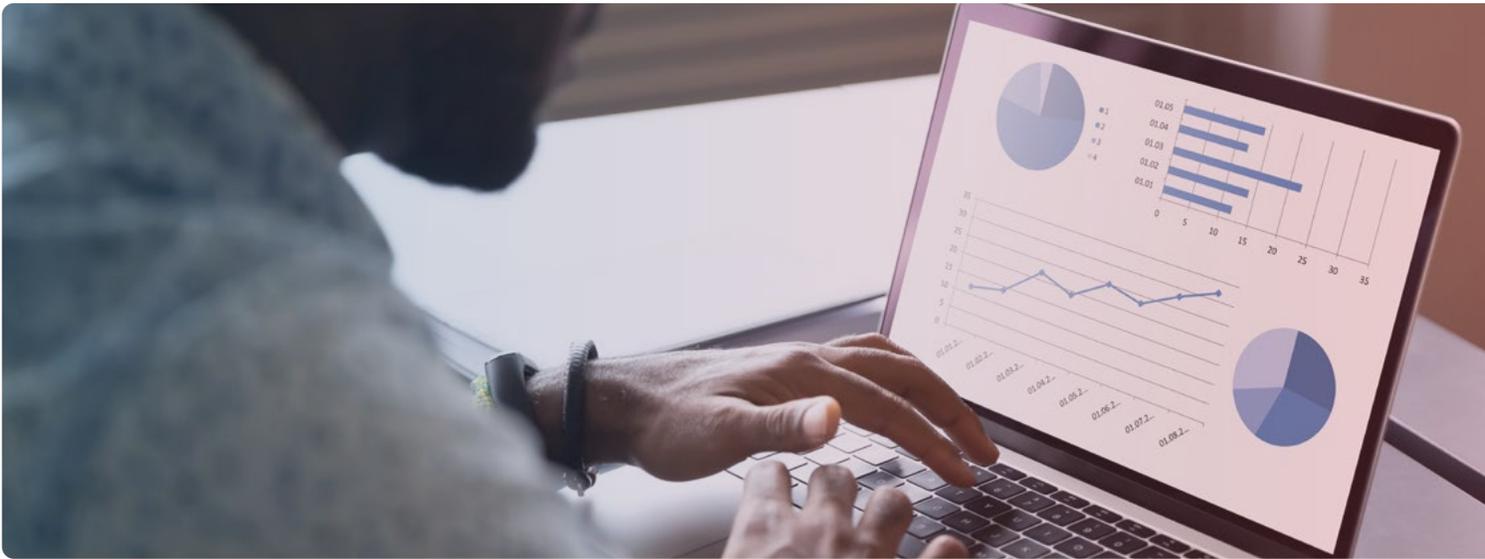
Ensuring your channel partners succeed starts with incentivizing them properly. When payments take too long to end up in your partners' wallets, chances are they might begin thinking their time is better spent elsewhere. Vartopia gives Quantum the peace of mind that comes with knowing partners will be paid promptly via a Vartopia alliance with payments processor XTRM.

“When a deal closes, the Vartopia payments module creates a payments record for us to review within Salesforce,” Simon continues. “Once it's approved, we just update the record, and XTRM transfers money from Quantum's wallet to our partners' wallets.”

Unlike before, partners can be paid within hours—much to their delight.

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5. Better Business Intelligence

Because Vartopia lives within Salesforce, Quantum's team has complete visibility into the opportunities channel partners create at any given point in time. That functionality, coupled with predictive analytics, enables the company to better track KPIs such as time to deal registration approval.

Taken together, this translates into improved business intelligence—which helps Quantum transform into a company that makes more data-driven decisions.



6. Risk Mitigation

Because the previous solution Quantum was using lived on its own server, the IT team was responsible for managing the software to make sure it was functioning properly. "If it went down, that would have ramifications," Simon says.

With Vartopia, Quantum has access to a powerful solution maintained by an external team, which enables Quantum to invest IT resources elsewhere instead of having someone work on maintaining an old and outdated application.

"We've significantly reduced our risk," Simon explains.



7. Future-Proof Solutions

Unlike the previous solution Quantum was using, Vartopia is constantly adding new modules and features that give partners even more insight into the status of deals.

“The platform is continuously being updated,” Simon says. “When they release a new feature, they’re already working on the next. They’re focused on continuous improvement.”

Add it all up, and Vartopia has given Quantum’s channel program a solution that can grow alongside the company.

Would Simon recommend Vartopia to other companies looking for a deal registration solution? Absolutely.

“Since Vartopia is so focused on deal registration, it’s unlikely you won’t run into a situation they’ve never seen,” Simon continues. “Plus, everyone is accessible, from the CEO on down.”

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To learn more about how Vartopia can transform your organization’s channel program, schedule a demo today.

Schedule a Demo

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