

Customer Success Story

CloudBees accelerates deal registration with Vartopia

vartopia 

cloudbees

At A Glance

Implementing the Vartopia Deal Registration solution in conjunction with its new PRM was key to CloudBees success in 2018.

They obtained dramatic growth in partner led business, resulting in an increase of more than 50% YoY in their channel business.

Ease of use was cited as the key reason for rapid partner adoption, demonstrated by partner participation rates twice the industry average.

Quote

"What makes Vartopia stand apart is the depth of their channel knowledge gleaned from working with thousands of partners and hundreds of vendors."

"Most important is their willingness to share their best practices related to different partner types and the associated sales process and how to best operationalize deal registration in Salesforce."

Aaron Morrison,
Director,
Worldwide Channel Sales,
CloudBees

Challenges

Like many startups experiencing fast growth and rapid evolution of their partner programs, CloudBees was looking for new ways to motivate their channel partners and expand their footprint to win more deals. Although CloudBees had previously invested in a PRM solution to manage their growing channel business, they were challenged by its limited deal registration functionality which was essential for CloudBees to effectively support its hybrid go-to-market strategy.

Seeking a more sophisticated deal registration solution to provide ease of access for partners and enhanced deal registration management for both partners and its internal stakeholders, CloudBees turned to Vartopia.

CloudBees required a solution that could work with their existing PRM and its planned replacement. A solution that could more effectively meet current needs and handle their long-term growth plans which include a two-tier distribution model to serve expanding global markets.

Ultimately, their decision was to launch the Vartopia solution along with a new PRM platform.

Requirements

To achieve their objectives, the new deal registration system needed to satisfy the needs of multiple internal and external constituencies by incorporating best practices to activate and engage partners by:

- Improving partner experience and simplifying access to all systems via SSO instead of requiring disparate log-ins
- Enhancing the overall user experience for all partner users and giving them tools to help operationalize lead and deal registration management based on their business processes
- Delivering an easy-to-use deal registration management solution within Salesforce for all CloudBees stakeholders
- Seamlessly integrating with PRM and Marketing Automation capabilities that support partner on-boarding, enablement, and demand generation for all partners
- Providing new insights through analytics and reporting to track adoption, utilization, and impact

Vartopia Deal Registration Solution

The Vartopia Deal Registration solution incorporates all the essential partner opportunity management components for CloudBees multi-tiered, global channel program and includes the following features and benefits:

- The industry leading deal registration solution which is the preferred tool of the VAR 500 and used by more than 12,000 partners world-wide
- A easy-to-use solution that seamlessly integrates into any PRM without requiring separate user accounts and logins

- The Vartopia Salesforce Deal Registration Application, which empowered CloudBees sales and channel teams to incorporate deal registration into their existing operational processes
- Powerful reporting and analytics within Salesforce to measure channel revenue and track key performance metrics related to their new deal registration program
- Comprehensive design and implementation services to facilitate rapid deployment of the deal registration solution as part of the larger partner portal launch

Results

Since launching Vartopia as part of their new partner portal in May of 2018 CloudBees has seen the following results:

- Significant improvement in partner adoption in comparison to the old system
- A 100% increase in deal registration volume in each of the first two-quarters of operations
- Vast enhancements to the operational process of managing channel revenue in Salesforce
- 50% growth in partner lead business as a percentage of CloudBees's overall business

Future Road Map

In January of 2019 CloudBees will launch the Vartopia Distribution Module, providing authorized distributors shared visibility of all relevant deal registration data and enabling them to submit deal registrations on their partners' behalf. In March of 2019 CloudBees will launch the new Vartopia EZ Update feature, enabling Partner Sales Reps to provide updates on their approved opportunities, and request extensions if necessary, from any device, no system login required!

Why Vartopia?

Proven Channel Expertise

100+ Years of combined channel experience and certified Salesforce ISV.

Vartopia Network

Always- on digital ecosystem of 50+ technology vendors & 12,000+ channel partners to accelerate out-of-the-box growth.

Continuous Innovation

Vartopia continuously innovates with new features to improve our customers' deal registration program adoption and channel success.

Industry Recognition

Independent industry analysts have assessed and recognized our deal registration & channel enablement solutions.

Comprehensive Support

Our team ensures that customers get the best experience all the way from design to launch to maintenance phase.

Voice of our customers*



"Our partners love it"



Amy Hagedorn



"Built to scale"



Luis Valenzuela



"I can't say enough good things"



Danielle Moore



"I highly recommend Vartopia"



Leslie Torrey



"Vartopia is not standing still"



Jeff Narduzzi

*Salesforce AppExchange reviews.

About CloudBees

CloudBees is powering the continuous economy by building the world's first end-to-end system for automating software delivery, the CloudBees Suite. The CloudBees Suite builds on emerging DevOps practices, continuous integration (CI) and continuous delivery (CD) automation adding a layer of governance, visibility and insights necessary to achieve optimum efficiency and control new risks.

As today's clear leader in continuous CI/CD, CloudBees is uniquely positioned to define and lead the automated software delivery category. We put companies on the fastest path to transforming great ideas into phenomenal software, and bringing value to businesses more quickly.