



# How Vartopia Provided A Pathway To Triple-Digit Growth

In Deal Registrations For Connection





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**The ability to manage deal registrations is critical to the ability of the channel to operate effectively. But the IT industry doesn't always make it easy. The proliferation of partner portals by major IT manufacturers over the past 15 years has introduced significant challenges.**

Each portal, with its unique systems and processes, contributed to a sales process that is far more complicated than it should be, and this is particularly true with deal registration. Without a streamlined and unified approach, valuable deals can go unregistered, leading to decreased forecasting visibility for manufacturers and reduced profitability for partners.

This is where Vartopia has been so valuable to Connection.

**Connection Senior Sales Director**

Matthew Puglielli



# The Challenge Of Scale

With 1,000 sales reps managing relationships with 200 key vendors, Connection had been facing several challenges:



Managing **200 different deal registration tools** with unique user experiences, functionality and data requirements.



Lack of **centralized deal reg visibility** for reps, managers and executives.



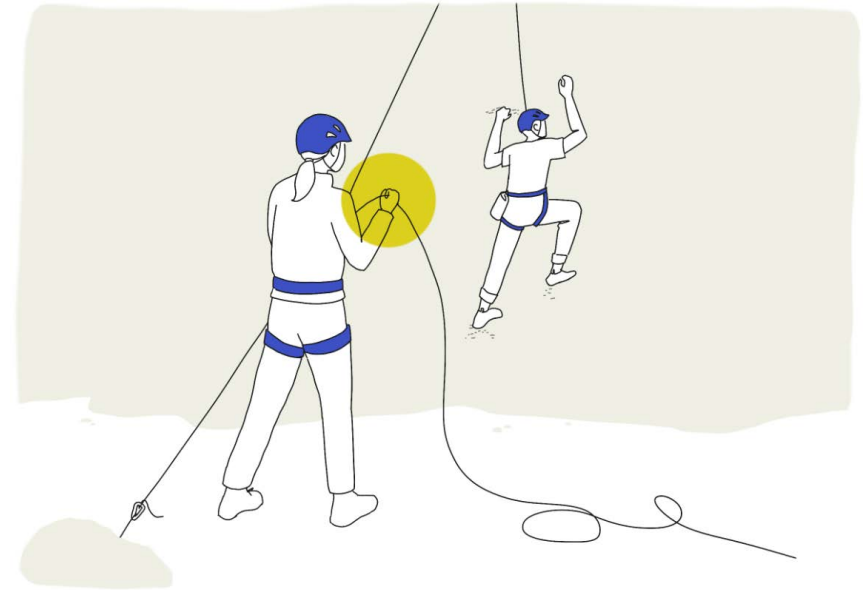
**Handling varying system capabilities**, datasets, and reporting functionalities.



**Dealing with unstructured data** that couldn't be grouped by sales territory.



**Tracking deal registration status updates** through different communication processes.



As Connection Senior Sales Director, Matthew Puglielli, said: “We did not have a formal process in place that made it easy to track and manage deal registrations.” Due to this lack of a centralized system, the consequence was a “black hole” effect, with Connection struggling to have proper visibility into expiring registrations or pending responses from customers.

Despite efforts to improve the process by allowing individual sales reps to register their own deals, adding resources, and establishing guaranteed SLAs with account managers, the system remained fraught with inefficiencies and potential points of failure. Ultimately, the Connection team realised that the only solution to these challenges would be to have a single platform and view into the activities of the entire sales effort.



# Enter Vartopia

This is when Connection turned to Vartopia, as a centralised platform designed specifically to address the challenges that they had been facing.

Vartopia integrates the unique deal registration systems of individual manufacturers, creating a unified submission and management point. By adopting Vartopia over the course of just two months, Connection streamlined its sales processes and provided role-defined visibility into deal registration data.

**Instantly, Connection started to benefit, with improvements including:**



Enabling sales reps to **efficiently register their own deals.**



Providing sales management with **visibility into team registration performance.**



**Securely distributing deal registration information** based on role and territory.



**Allowing the reassignment of active registrations** due to role changes or employee attrition.

“Having a centralized team entering deal registrations on behalf of account managers caused some unrest” Puglielli said. “Account managers want to enter deal registrations quickly on their own so they know right away the task has been completed correctly. Our process relied on e-mail responses to communicate this information.”

Connection Senior Sales Director,  
Matthew Puglielli

# The ROI Quickly Validated The Investment

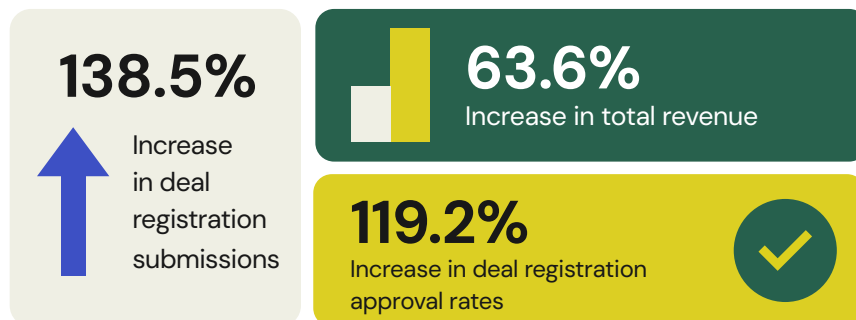
The implementation of Vartopia led to significant improvements in Connection's sales processes, and the overall business performance improved almost immediately.

Sales reps began submitting registrations earlier in the process, often immediately after customer interactions. This meant that deal registration time was reduced from two or three days to just five minutes, increasing approval rates and providing competitive advantages.

## Meanwhile, the quality of submitted deal data also improved as sales reps took control of their own registrations.

Communication delays due to registration desk personnel being out of the office were eliminated, and user administration time decreased as individual accounts within the registration system no longer needed constant updates.

There were benefits to managing Connection's large and diversified team and its large number of business partnerships, too. Senior management could now identify stronger and weaker performance across individuals, manufacturers, and territories. This enhanced visibility and accountability led to remarkable year on year results for vendors on the Vartopia platform.



As Puglielli noted, these are significant gains for a relatively straightforward, seamless, quick and painless adoption process. "We like that we now have the ability to discuss a solution with a customer on the phone and then quickly register the deal."

"We like that we now have the ability to discuss a solution with a customer on the phone and then quickly register the deal. Vartopia is also very helpful for telling us in advance when registrations will expire. We can then reach out to manufacturer reps and work with them to renew the registration or close the deal faster."

Following the success of Vartopia at Connection, the company has since developed plans to expand its use to other business units, including Gov Connection.

In short, the Vartopia system has not only minimized risk in the sales team by eliminating several common points of failure, but also increased transparency across multiple personnel, ensuring all registrations were properly managed and more business deals were successfully closed.

**That all this was delivered efficiently and without the need to undergo a whole-of-business transformation project made it all the easier for Connection.**

# In Summary: Five Instant Benefits In Navigating To Vartopia

Connection's experience with Vartopia highlights the benefits that all partners will start to see, within weeks of pulling the trigger and adopting the platform.

These include:



## Streamlined Deal Registration:

Vartopia integrated multiple manufacturer systems into a single platform, simplifying the registration process and reducing submission time from days to minutes.



## Enhanced Visibility and Management:

Provided role-defined visibility into deal registration data, enabling sales management to monitor team performance and track deal statuses efficiently.



## Increased Approval Rates and Revenue:

Adoption led to significant increases in deal registration submissions, approval rates, and total revenues, showcasing substantial business growth.



## Operational Efficiency and Scalability:

Minimized administrative overhead and allowed seamless reassignment of registrations, enhancing overall efficiency and scalability of sales operations.



## Improved Data Quality and Timeliness:

Sales reps could register deals immediately after customer interactions, improving the quality of submitted data and reducing communication delays.

"Vartopia allows us to quickly funnel open deals to the right technology expert to secure their assistance... We have increased transparency across multiple people to ensure we stay on top of all registrations. **We can also see the status of every deal and more effectively manage responses. This helps us close more business.**"

Connection Senior Sales Director, Matthew Puglielli



# 100% of the **CRN** Solution Provider **500** use Vartopia



## Get in touch

Vartopia is the basecamp where the channel meets.

Contact us today to discuss how we can support you with deeper engagement with your partners.

Get in touch