

The Seven Ways Vartopia Instantly Boosted

Quantum's 5-Star Partner Engagement Program



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Working with partners has always been core to Quantum's success. In 2000, the company adopted a proprietary software solution to manage the critical deal registrations for its channel partner program.

That worked well at the time, but eventually became a legacy leash and a drain on Quantum IT's team, who had to manage it internally. The challenges were further exasperated when the software vendor ceased feature upgrades, leaving the platform outdated and totally incapable of delivering the experience that Quantum's partners needed.

"We realized we needed to make a jump off of the legacy platform to something else," Jim Simon, VP of Global Field & Channel Marketing, said.

Quantum needed something simple that offered straightforward benefits: the company wanted a more efficient, scalable solution to modernize its channel operations and enhance partner experiences.

This led it to Vartopia.

VP of Global Field & Channel Marketing
Jim Simon

Quantum

Quantum's Headaches



Resource Drain: Managing outdated software internally consumed valuable IT resources that could be better utilized elsewhere.



Stagnant Technology: The lack of feature upgrades froze the platform in time, preventing Quantum from benefiting from advancements in deal registration solutions.



Complex Partner Processes: The existing system created friction for channel partners, complicating deal registration and potentially deterring future partnerships.

The Result of an Extensive Search

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."

The results of this process were positive, and Quantum was willing to adopt the platform with the confidence that it would deliver what the team needed it to.

"We knew that if we went with Vartopia, our partners' jobs would be easier."

Jim Simon, VP of Global Field & Channel Marketing

End-to-End Success

The benefits that Quantum experienced with Vartopia were instant, following a seamless rollout. They were also extensive, with seven being particularly noteworthy:

1. Instant ROI

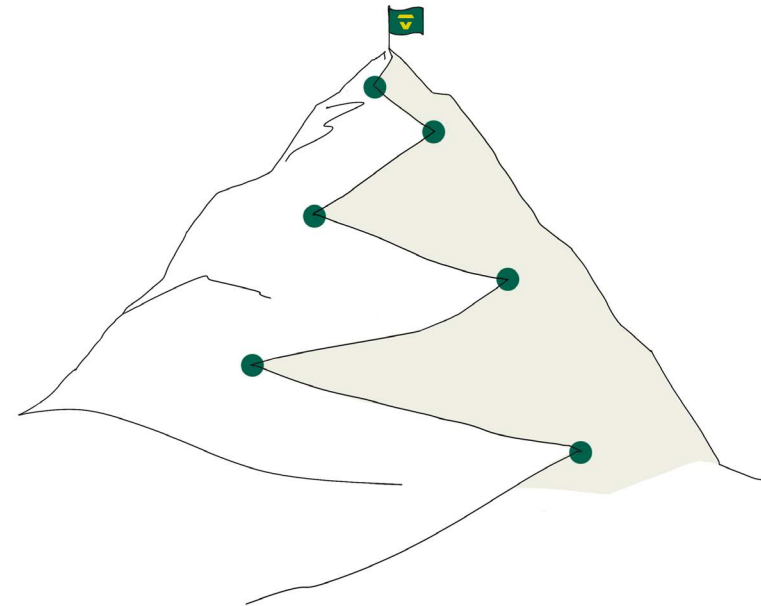
The transition was quick, happening over a weekend without disrupting business operations. Then, thanks to the EZ Update feature there was significantly streamlined communication, automatically pinging channel partners for updates on opportunities, thus freeing up sales resources. This efficiency saved Quantum money, and was a hit with partners, who could respond to opportunities quickly via smartphone. "Registrations using Vartopia required very little learning curve," Simon said.

2. Operational Efficiency

Vartopia's integration with Salesforce enhanced operational efficiency from day one. It eliminated the creation of duplicate opportunities and unnecessary accounts, vastly improving data hygiene and reporting. "We removed thousands of duplicate opportunities, and that really helped with our reporting and made us much more streamlined," Simon said.

3. Enhanced Partner Experience

With Vartopia, partners only needed to fill out deal registration information once per customer, saving time and reducing friction. "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 said.



4. Faster Payouts

Timely partner payments are crucial. Vartopia, in alliance with payments processor XTRM, ensured partners were paid promptly. This added both reliability and assurances to Quantum's partners with automation and reliable timing for payments, as Simon said: "When a deal closes, the Vartopia payments module creates a payments record for us to review within Salesforce. Once approved, XTRM transfers money from Quantum's wallet to our partners' wallets."

5. Improved Business Intelligence

The Salesforce integration provided Quantum complete visibility into channel partner opportunities, coupled with predictive analytics for better tracking and decision-making. This significantly enhanced Quantum's business intelligence capabilities.

6. Risk Mitigation

By moving away from the outdated solution, Quantum reduced its IT risk. Vartopia's external maintenance freed Quantum's IT resources for other critical tasks and allowed them the confidence that their IT environment was protected, updated, and secure.

7. Future-Proofing Operations

As Simon noted: "The platform is continuously being updated. When they release a new feature, they're already working on the next." This proactive, ongoing support and feature growth has given Quantum the confidence that they will be able to continue to meet partner's evolving needs and expectations into the future.



A Total Transformation to the Partner Experience

Vartopia transformed Quantum's channel operations, optimizing efficiency, improving partner experiences, and future-proofing its technology. Finally, the level of support that Vartopia offers has significantly improved partner outcomes.

Quantum's journey with Vartopia underscores the value of choosing a specialized, continuously improving solution to meet evolving business needs and enhance partner satisfaction.

"Since Vartopia is so focused on deal registration, it's unlikely that we'll run into a situation they've never seen. Plus, everyone is accessible, from the CEO on down."

Jim Simon, VP of Global Field & Channel Marketing

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