

Partner Portal Optimization

Background

Global cybersecurity company that supports a partner network and 70,000 customers spread across more than 150 countries was struggling with legacy systems that reduced partner visibility and provided a poor partner experience.

Challenges

- Limited value differentiation across partner levels, inhibiting channel investment and scalability.
- Outdated partner portal provided inadequate tools, opportunities, and advantages for users.
- Legacy systems lacked agility to support new SaaS business models and subscription-based revenue streams.

Solution

A modern partner portal integrated with an ecommerce solution to enable self-service partner functionality to drive revenue.

Results

- Differentiated partner levels and program tiers were implemented to reward and motivate partners, which drove new bookings.
- A modern partner interface with real-time dashboards increased channel scale.
- An automated lead-to-order process powered by CPQ ecommerce functionality which enabled subscription management and customer-direct purchasing of SaaS offerings.



Industry

Computer Software

Organization Size

Enterprise - \$4B in Revenue;
10,000 employees

Products and Services

- Salesforce Lightning Community
- Callidus Cloud CPQ
- Salesforce Steelbrick CPQ
- Salesforce B2B Commerce

Key Differentiator

Argano was one of the first vendors to implement Salesforce Lightning Community as a portal solution.