aws marketplace

Impartner PRM

Reviews, tips, and advice from real users

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Contents

Product Recap . . . . . 3 - 4

Valuable Features . . . . . 5 - 7

Other Solutions Considered 8

ROI . . . . . 9 - 10

Use Case 11

Setup . . . . . 12 - 14

Customer Service and Support 15

Other Advice . . . . . 16 - 17

Trends . . . . . 18 - 19

About PeerSpot . . . . . 20 - 21

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Product Recap

Impartner PRM

Impartner PRM Recap

Impartner PRM is a leading partner relationship management platform designed to streamline partner interactions, boost channel performance, and enhance partner engagement through powerful tools and features.

Impartner PRM delivers a dynamic solution to optimize the partner lifecycle. It offers seamless integration, automation, and an intuitive dashboard that facilitates business growth. The platform supports channel marketing, communications, and analytics to enhance decision-making and align partner strategies with business goals. Impartner PRM is recognized for fostering collaboration, improving partner communication, driving sales effectiveness, and supporting custom workflows tailored to specific business needs.

What are the most important features of Impartner PRM?

- Automated Partner Onboarding: Simplifies the partner induction process with customizable workflows.
- In-depth Analytics: Provides real-time insights and analyses for better strategic decisions.
- Content Syndication: Distributes high-quality marketing content easily to partners.
- Partner Locator: Helps customers find the best partners for their needs through geo-location services.

What benefits should users look for in reviews?

- Increased Revenue: Enhanced engagement and streamlined processes drive sales growth.
- Improved Partner Satisfaction: Better tools improve partner relationships and satisfaction.
- Efficiency Gains: Automation reduces manual workload, optimizing resource allocation.

Impartner PRM is notably utilized in industries like technology, telecommunications, and manufacturing, among others. These sectors benefit from the platform's ability to drive channel engagement and align partner activities with strategic goals, creating a cohesive ecosystem that promotes business scalability and operational efficiency.

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Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "I like Impartner PRM's deep understanding of partnering; the tool understands and the tool enables you to sign up partners very quickly and give them the tools and the access they require to do what they need to do."

JennieFinlayson

Head of Partner programs at OXBOTICA LIMITED

- "I would recommend that others interested in the solution use it because it provides a user-friendly setup process. It's easy to navigate through the setup process."

Validated user

Business Applications Analyst at a tech vendor with 1,001-5,000 employees

- "The solution has helped us improve all across the board. Everything that we did before PRM was a one-off. We shared the content back and forth through emails. Whenever there was a scope for training or enablement, a mail would be sent on the same. The solution has helped us scale where partners could use opportunities to get trained on our services and products."

Validated user

Partner Experience Manager at a tech vendor with 501-1,000 employees

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What users had to say about valuable features:

"The solution is a one-stop shop for our partners to do business with us. The solution has helped us scale our partner programs. Our partners were able to register deals. There was also an asset library. The partners could register for events like thought leadership events and educational marketing events which could be either partner-specific or for the general public.."

Validated user
Partner Experience Manager at a tech vendor with 501-1,000 employees

Read full review

"In Impartner PRM, CMS stands out. However, it is important to note that Impartner has more control over it than the client. The other most advantageous feature of the solution is CRM Sync, which enables users to synchronize records between Impartner PRM and the CRM of their choice, be it Salesforce or Dynamics CRM. Another feature I appreciate is the modular form builder in CMS. This tool allows partners to access a window to register deals via the portal while unknowingly using our Salesforce or CRM system. So, whenever a user creates a new record, it is directly created in Salesforce or the CRM of their choice, without any intermediary software in Impartner PRM.."

Validated user
Business Applications Analyst at a tech vendor with 1,001-5,000 employees

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"I like Impartner PRM's deep understanding of partnering; the tool understands and the tool enables you to sign up partners very quickly and give them the tools and the access they require to do what they need to do. So it can take a partner all the way from forming an interest with an organization all the way through to selling, then reselling, and then managing their partners.

It's very easy for you to introduce new products. It's a complete solution – it manages and gives access to the partners so that they can see and work with the internal sales teams for the organizations as well as the customers. So, as you're moving it through the pipeline, both the salesperson from the company and also the partner can see where it is in the pipeline, when it's likely to close, and any issues or problems. So, it enables the partnering organization and the technology company to work together very well. It's a very good communication tool.

So, it's through the Impartner portal of this tool. I have seen some improvements in communication with the partners. But it is heavily dependent on how it's set up, but it's very easy and quick to set up. However, it's very much dependent on the person setting it up knowing what they're doing.

It certainly has analytics. It can analyze training, for instance, whether or not the training is successful. Often, working with a CRM tool like Salesforce will analyze how long it takes partners to start to become successful and how long it takes to sign them up. Then, it can start looking at which products are being sold and where there are issues with products. So, the reporting part is very straightforward.

But, the reporting is only as good as the system's setup and the discipline of partners who input data into it. ."

JennieFinlayson
Head of Partner programs at OXBOTICA LIMITED

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Other Solutions Considered

“I've worked with Salesforce PRM and Oracle PRM for many years. I've been in the industry 20 years. So, for me, my preference is Impartner. Salesforce's focus, in my opinion, is around sales teams. Impartner is different in that they have built it from the ground up for partner, third-party selling.

So it's a very rich tool. It's got many different parts to it: marketing, the digital side, it can even cover legal. It's a very, very rich tool. With Impartner, you can easily get it up and running very quickly as opposed to Salesforce, which doesn't really function straight out of the box. It takes much longer to set up. It's going to take consulting time.

The thing is, with Impartner, if you come from a partnering background, it's got the tools that you want. It understands partnering within technology, but it could also be used for other types of industry partnering as well.

So, I would favor Impartner every time. Salesforce is fine, it's a huge, great big enterprise system, but Impartner actually works very well with Salesforce as well..”

JennieFinlayson
Head of Partner programs at OXBOTICA LIMITED

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ROI

Real user quotes about their ROI:

"We have seen ROI with the use of the solution. However, by looking at the number of deals that have been registered and closed on an annual basis, I think that the company should do a better job of getting more deals done. I think we are overpaying for the tool.."

Validated user
Partner Experience Manager at a tech vendor with 501-1,000 employees

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"I have seen 100% improvements in terms of money saving or time saving using this tool. If you set up the legal process within the system, for instance, the partner can come on and sign the standardized terms and conditions on the portal. You've got Adobe Sign. They sign up. They can then immediately get access to the sales processes and the sales collateral. It takes a partner to market much, much quicker.

As long as the company has prepared everything for the partner, you can enable them because Impartner has a training platform as well. It creates a partner journey so the partner comes on and starts the training. But again, that's all got to be there. If everything is there, then you can certainly expect that within three months, if the partner does its training, you can certainly expect to enable them to sell.

I have seen it take 18 months where partners have been trying to sign up and sell our products. Because the processes weren't in place, the legal documentation was all over the place, and we were still waiting 18 months just to get through the legal process. It was dreadful. With this tool, we saw a lot of time saving with this tool.."

JennieFinlayson
Head of Partner programs at OXBOTICA LIMITED

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Use Case

"The solution is the backbone of our partner program which is infrastructure enablement. Partners use the solution to access training and marketing collateral like case studies, white papers, resource guides, training and marketing videos, production documentation, etc. ."

Validated user
Partner Experience Manager at a tech vendor with 501-1,000 employees

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"I believe that Impartner PRM is useful for managing many partners, much like how Salesforce operates. When comparing Impartner PRM to Salesforce, it's worth noting that Salesforce offers a finite number of licenses. In contrast, Impartner PRM enables users to create unlimited users without any concern about running out of partner licenses. So, I think that's the best use case I could see with the solution. Impartner PRM is a dedicated platform for partner relationship management. In contrast, Salesforce communities or experience can serve as a general-purpose feature that can be used for customer support or partner portals. As such, Impartner PRM is a more focused solution for managing partner relationships.."

Validated user
Business Applications Analyst at a tech vendor with 1,001-5,000 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

"The solution's implementation depends on your organization's sales operations and processes. I implemented it from scratch. It was in the half-implemented phase and I completed the rest. Some of the other things that I had implemented had been far too complex. You get a dedicated project manager to assist you during the solution's onboarding process. They help us with the things that we are trying to solve.."

Validated user

Partner Experience Manager at a tech vendor with 501-1,000 employees

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"Although I was not part of the implementation team when our company started using Impartner PRM, I can say that from an experiential standpoint, it is easy to work on. Since the tool has already been built, all that is required is to tweak and improve it. However, one downside is that we cannot deploy changes from stage to production, which is a must-have feature for ease of implementation. With Salesforce, we can use change sets or other methods to deploy feature changes or any work done in Salesforce Sandbox to production. Currently, it is difficult to build and test in stages and then to manually rebuild it again in production and do the same tests. If we could deploy changes easily, we could ensure that all dependencies are validated properly and then test them again instead of building them from scratch.

Impartner PRM is deployed on the cloud, and I am unsure if it is on AWS or Azure.."

Validated user

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Business Applications Analyst at a tech vendor with 1,001-5,000 employees

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"You can easily do it within six weeks, but – and this is the big but – you have to have done your upfront planning. You have to have your plan and your architecture. What I do is create a program.

And there is the other thing, people start working with partners and very often don't actually have the products ready to go to market and haven't considered how to reward partners. So price books have to be correct. It's a much more nuanced and intuitive process.

The software can't do that for you, but it does enable you to reward partners. So the problem often isn't the software. The problem is the business has to understand and have a strategy around partners. Because if you don't have a strategy around partners and they haven't enabled their tools to be sold by partners, then you're simply not going to be successful.."

JennieFinlayson

Head of Partner programs at OXBOTICA LIMITED

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Customer Service and Support

"The customer service and support are very good. On occasions, I got a technical support specialist working with me. To create the links with the CRM system was very straightforward. It was one day's work, which they didn't charge us for. That was to get us up and running. So they've got some straight out-of-the-box links that you can use, and it worked very well.."

JennieFinlayson
Head of Partner programs at OXBOTICA LIMITED

Read full review

"I did contact the solutions technical support team, and based on my interactions with them, I would say that their support team is good. There were a few instances where I submitted a ticket, and it took Impartner PRM support a while to check on it. However, I believe that the reason for the delay may be due to the high volume of support tickets they receive. If the issue is urgent, they do work on it immediately. Otherwise, if I don't hear back, I can reach out to their CSM, and they will follow up with the support management team of Impartner PRM, especially if I have a very urgent ticket that needs to be looked into right away. I rate the technical support a seven out of ten.."

Validated user
Business Applications Analyst at a tech vendor with 1,001-5,000 employees

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Other Advice

"We plan to increase the solution's usage in the future for our partners. The tool offers unlimited user access. It depends mainly on how you negotiate the contract. We have seen an increase in partner activity and login rates after adopting the solution.

The solution makes your life easier from an admin operational perspective. It cuts down a lot of time-consuming admin work.."

Validated user
Partner Experience Manager at a tech vendor with 501-1,000 employees

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"I would recommend that others interested in the solution use it because it provides a user-friendly setup process. It's easy to navigate through the setup process. Although the CMS editor is a bit clunky and has room for improvement, I would still recommend it because its setup process is easy.

Impartner PRM's admin site and the way it syncs with your chosen CRM is easy. Connecting it via OaaS and managing accounts and records is easy. However, there are a couple of downsides. Firstly, there is limited control over the partner-facing portal's CMS portal. They have more control over it. Secondly, their reporting features are not that good. I believe that it would be beneficial for the solution to give us more control over its CMS side. This would allow us, as clients, to customize the partner-facing portal to better suit our needs.

It would be helpful to have an improved reporting tool in the solution. While Impartner PRM is a good platform for managing partners, there is room for improvement. Therefore, I would rate the solution an eight out of ten.."

Validated user
Business Applications Analyst at a tech vendor with 1,001-5,000 employees

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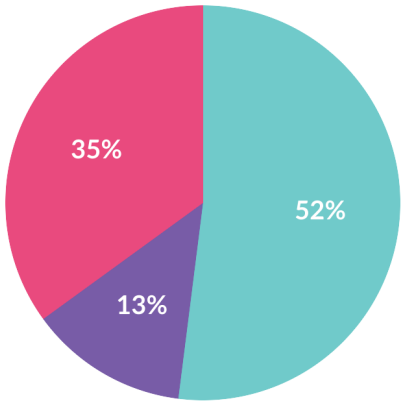

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