

Helping Improve Partner Support Increased Revenues by Over 40%

When a client lacked internal resources to support a critical project, Virtira jumped in to quickly launch their advanced solutions to the market through a broad channel network.

CLIENT CHALLENGE

Already over-tasked client staff were unable to meet partner requirements to introduce a new and quickly evolving technology solution to the market.

- Partners were poorly informed about the new solution offering benefits
- Partners couldn't articulate the solution to potential customers
- There were inadequate partner skills to install the new solution



HOW WE SOLVED IT

Virtira's partner consulting teams identified which Tier 2 & 3 partners to focus on. We worked with partners to identify skill gaps and train staff on client solutions. We focused on aligning partners to opportunities driven by client sales teams.

- We created, organized, and supported partner demand generation and training events
- Coached partners on hosting Lunch & Learns and Customer Facing events to drive new opportunities
- Developed and maintained a comprehensive dashboard to report:
 - YoY sales, quarterly changes, pipelines
 - Skillset of the partners, strength of their focus solutions from client's catalogue of solutions
 - Identified verticals they were gaining success in
 - How effective the various strategies were

BUSINESS IMPACT

There were immediate improvements in all aspects of the sales process, including a 30% faster-selling result.



The engagement grew from a small group of partners into a much larger set of partners



Virtira's focus partner's business grew over 50%, with \$21.5 million in incremental revenue



Provided training and vertical-specific information around IoT solutions



Improved pipeline visibility so our client could plan more effectively returning and potential customers



Maintain consistent and engaging communication with customers