

Channel partner enablement tool for high-tech and auto verticals

Channel partner enablement tool for high-tech and auto verticals from Infosys is a complete dealer / partner life cycle management application that covers partner onboarding and account management, partner collaboration, demand generation, quotation, post-sales service, partner performance, and incentive management.



The solution promises to address the following customer pain points with respect to partner networks:

Lack of partner insight

- Lack of holistic and accurate view of total number of partners, partner contacts, and profiles
- Difficult to identify, target, and onboard new partners quickly
- Unable to provide the right kind of training and certification to partners to enable them to sell
- Lack of analytics on partner communities' performance
- Inability to exploit analytics to provide actionable insights to internal field and partners

Lack of proper Partner Relationship Management (PRM) strategy

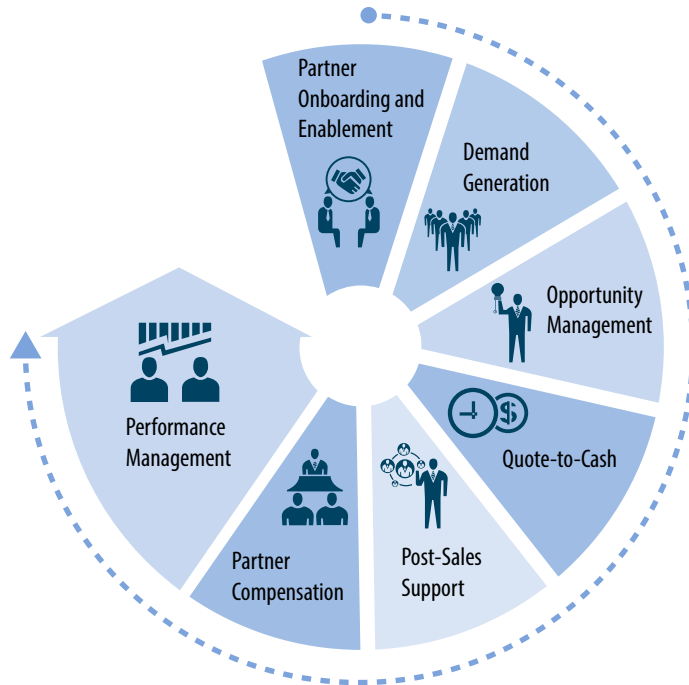
- Lack of collaborative go-to-market strategy to maximize the return from the partners
- Absence of a holistic Partner Relationship Management (PRM) strategy
- No process for partners to identify, qualify, and systematically share leads between partners and internal sales teams
- Lack of effective rewards or incentives especially at the partner contact level

Inability of system architecture to integrate with PRM

- Too many disparate tools and processes
- CRM systems not integrated with partner-related systems
- Tools and processes are designed from the internal perspective instead of from the partner experience perspective
- Difficult to move from legacy systems to centralized PRM platform

The channel partner enablement tool provides complete end-to-end visibility of all the sales channels:

- Multi-partner program, multi-language, and multi-currency support
- Full partner life cycle management
- Easy-to-use portal to drive partner adoption rate
- Demand generation via web, email, phone, auto-assignments of leads and tasks to partners, opportunity and account management
- Ease of data transfer and integration by using Salesforce out-of-the-box features
- Partner funding and compensation management
- Measuring partner performance using reports and dashboards



The automotive industry-specific businesses' logic will be embedded in the user scenarios as shown below:

Partner Onboarding and Account Management	Demand Generation	Program Management	Quotation	After-Sales Service	Partner Performance	Incentive Management
Partner registration	Manage partner funds	360° partner view	Price and quote complex orders	Capture and monitor interactions between customers and service teams	Analytics	Partner commission management
Partner communication management	Track co-marketing ROI	Campaign programs	Managing opportunities and forecasts	Feedback and FAQs	Tracking service and sales history	Revenue sharing
Partner self-service	Lead creation	Partner selling	Build contracts		Channel planning and performance assessment	
Partner collaboration	Lead assignment and qualification	Partner profiling				

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