

Simplify Co-Selling with Partners for Global System Integrators

"With WorkSpan, we have been able to enable bi-directional lead sharing with partners which has begun to bear fruit for us."

-Jason Eichenholz, SVP, Global Head - Ecosystems & Partnerships, Wipro

"With WorkSpan, the capacity to interlock, interact, and collaborate on a specific deal has a significant influence since you have a shared set of agreed-upon facts giving you control over what you require, and this has had a significant impact.."

-Tom Stuermer, Global Managing Director - Google Business Group at Accenture

Global System Integrators (GSIs) need to keep pace with the rapidly evolving technology landscape. Your clients look to you as trusted advisors on their digital transformation journey, so they expect you and your teams to bring innovative, holistic solutions to their challenges. So GSIs need to partner with a broad range of solution providers including software vendors, cloud providers, network carriers, and other tech partners. Your best bet for increasing win rates and bringing the most value to your clients is for your teams to co-sell with these innovative partners, leveraging influence as coordinated selling teams to win deals together.

Co-Selling is a method of delivering customer value where partner teams work together to sell complete customer solutions. With the co-sell market estimated to be over \$300 billion, companies in the know are already capitalizing on this new partnering motion.

Unfortunately, co-selling with partners is a manual and unstructured process. Countless hours are being spent on data entry to share referrals, providing up-to-date pipeline visibility, disjointed collaboration using spreadsheets and emails, to name a few. There is an urgent need to automate, operationalize and instill best-in-class processes and workflows for driving co-selling with partners. This could help GSIs drive a standard and predictable process with partners.

Working with Cloud Hyperscalers

Due to the ever-increasing adoption by enterprise customers, cloud hyperscalers have been elevated to strategic partners of many organizations. This has helped Hyperscalers earn a top seat at the table with GSI partners. Large GSIs including Deloitte, Accenture, TCS, Wipro, HCL, and Infosys among others have established cloud hyperscaler-specific operating units, and senior executives that are focused on joint opportunities. That's why GSIs are doubling down on their investments in partnerships with cloud hyperscalers to:

- Drive more customer opportunities and leads from hyperscaler partners
- Expand existing customer revenues by introducing new and innovative solutions
- Improve win rates with closer collaboration between two partnering ecosystems

- Bring intelligence from cloud hyperscaler partners on active opportunities and leads (CRM, Account data)

Working with Technology Partners

GSI's look to engage technology partners like ISVs, IHVs, SaaS, Storage, Networking companies to drive co-innovation and build holistic offerings for their customers. To achieve this, they build joint business plans with technology partners to serve their customers across geographies and industries. Technology partners help these GSIs build competencies across people, processes and technology. Leveraging the partner funds received from their technology partners, GSIs fund their marketing, competence development and proof of concept activities to help resolve their customer's complex business problems

WorkSpan's Co-Sell with Me application

WorkSpan is the leader in ecosystem management and provides a SaaS application for efficiently managing and scaling your co-sell business. Our solution integrates your CRM with your partner's CRM instance and helps you:

- Joint account planning to identify and collaborate on proactive opportunities within accounts
- Automate and simplify opportunity referral sharing with partners
- Connect and help your field sales team collaborate directly with your partner's field sellers
- Track incoming and outgoing pipeline, partner influence, and sales performance in real-time with KPI reports and analytics
- Gain full control over your data with granular and configurable data sharing, access, and security policies

50%

increase joint pipeline

24%

increase average deal size

25%

Increase average win rates

30%

Increase deal velocity

Solution Brief

Automate and Simplify Referral Sharing

With WorkSpan, you can submit your CRM opportunities to your partner with just a few simple clicks. Our application helps ensure timely and error-free referral submissions with features such as opportunity sales stage mapping, referral form autofill and validations. You can quickly accept inbound referrals and create CRM opportunities without manual data entry. You can also avoid duplicate records in your CRM by using our opportunity linking feature.

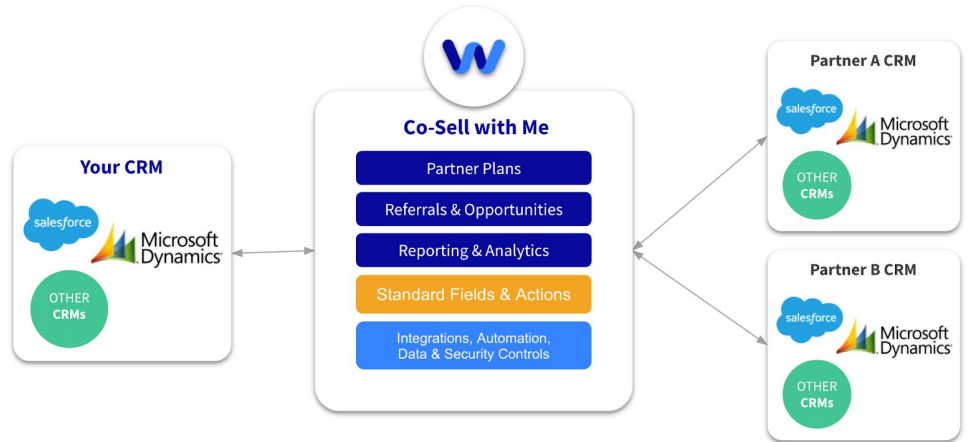
With WorkSpan's advanced bi-directional integrations, your opportunity referral data is always synced between your CRM and your partner's CRM. Plus, granular and configurable data sharing, access, and security policies put you in full control over your data. You can take advantage of these capabilities with our CRM application all without customizations, coding, or changing your existing CRM business rules.

Efficiently Plan and Execute Co-Sell Motions

WorkSpan is a single place for you to manage your co-sell planning, opportunity collaboration, and workflows with partners instead of relying on multiple versions of the truth and a jumble of disconnected tools such as spreadsheets, forms, and emails. The WorkSpan Co-Sell with Me application delivers complete visibility into your co-sell opportunities. You can segment the opportunities by sales stage, region, referral direction and more. You can also track co-sell opportunity pipeline, wins, partner-sourced revenues, and the key metrics critical to running your co-sell business. With WorkSpan, it's simple to keep everyone on the same page with a shared view of co-sell plans at the global, regional or business unit level and empower your team to quickly take action on deals that need attention.

"WorkSpan has helped us address the difficult challenge of organizing joint sales pursuits between two global companies with different commercial models."

—Connor McCarren, Go-to-Market and Field Operations, SAP



Rich collaboration features help your team accelerate deal execution with cadence notes, task assignments, and automated workflows. When there are key events such as new referrals or updates to the stage of an opportunity, WorkSpan can automatically notify the appropriate team members via their preferred communication channels.

Track Performance and Enable Data-Driven Actions

To maximize your co-sell revenues and ROI, it's critical to manage co-sell as a data-driven business. WorkSpan gives you clear sales performance insights in real-time with our auto-generated reports. You can also visualize your co-sell performance with intuitive charts - actuals vs. goals, pipeline metrics, partner-sourced revenues, performance by region, and more. You can easily share performance reports and charts with your team, internal stakeholders, and partners to enable data-driven planning and execution.

With WorkSpan's Co-Sell with Me, powerful data insights are always at your fingertips to help you drive more effective pipeline management, resource investment decisions, and QBRs.

Scale Your Co-Sell Business with Speed

WorkSpan automates and streamlines your co-sell processes so you can eliminate manual and repetitive work, increase referral volume with partners, accelerate deal cycles, and quickly scale your co-sell revenues.

WorkSpan's Co-Sell with Me solution comes with best practices and expert guidance at every step so your team can be up and running in a few weeks instead of spending months and valuable resources on custom development. WorkSpan takes care of the heavy lifting and manages the continual changes in APIs and processes so you can avoid disruptions and focus on growing your co-sell business.

The Ecosystem Operating Model

Think of your ecosystem operating model as the flywheel to revenue by co-innovating with partners to develop and refine offerings for the future, co-marketing with your partners to identify, create markets, and generate demand, co-sell the joint solutions to shared customers, and co-invest with partners to augment sales. Ecosystem Business Management (EBM) solutions like WorkSpan helps you get your ecosystem business process flywheel going by digitizing your ecosystem operating model. Your partner management solution should support these partnering motions to truly manage ecosystems at scale



ABOUT WORKSPAN

WorkSpan is the #1 co-sell management network that empowers companies to turbocharge and scale their co-sell revenue growth. Partnership and Sales teams use WorkSpan's secure SaaS solution to collaborate with partners on deals, exchange co-sell referrals from inside their CRM, manage shared pipeline, and track performance on a live dashboard.

As the industry's leader in Ecosystem Business Management, we power the top 10 business ecosystems in the technology and communications industry today, managing over \$50 billion in joint pipeline, 6x faster speed to market for joint solutions, and 2x partner manager productivity. Customers include Microsoft, Cisco, SAP, VMware, HPE, Accenture, Ericsson, Citrix, Red Hat, and others.