

Simplify Co-Selling with Partners for Independent Software Vendors

“With the automation and streamlined processes that WorkSpan delivers, we can now share many more opportunities with AWS and provide up-to-date pipeline data to help us expand our collaboration and joint opportunities with AWS.”

–Kevin Mazzola, Senior Director of Partnerships, ActionIQ

“We need information in real time throughout the lifecycle of partnering and that’s what WorkSpan provides”

–Karl Fahrbach, Chief Partner Officer, SAP

Partnering is the life blood of modern B2B SaaS companies. Whether you’re partnering with GSIs to build services around your solution, cloud providers for global SaaS delivery, hardware vendors for end-point IoT solutions, or even other ISVs with complementary capabilities to fill gaps or deliver a whole solution to customers. With an extended range of services and solutions to offer, ISVs can build new revenue models and incentive programs to grow business.

These are not traditional resell arrangements. Each of these partners has their own deal, their own sales teams, their own product experts, and their own set of executives, and each may have a positive influence on your deal - as long as you’re working together. This is the definition of modern partnering: collaborative co-selling with your partners to close business!

Co-Selling is a revolutionary new method of delivering customer value where partner sales 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, in most SaaS organizations, 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 SaaS companies drive a standard and predictable process with partners. They also need to develop intelligent reporting for customers, partners and its own management using analytics tools based on software solutions.

Working with GSIs

Independent Software Vendors (ISVs) or SaaS organizations are enabling building complementary and integrated solutions with GSI partners. With a robust and diverse partner ecosystem, SaaS organizations are dedicated to providing GSI partners with the highest level of support to develop, market, and deliver industry-leading solutions for continued customer success. ISVs can significantly improve their partners' revenues through revenue sharing and incentive programs. Partnerships with GSIs can increase visibility for a vendor's solution through co-marketing and co-selling and help it branch out into other markets and increase customer base. Using their influence over their customers, GSIs can help improve "stickiness" of a software product by enabling customers to integrate it with the apps they already use. This decreases customer churn and makes it harder to pull a solution from a customer's regular stack of apps.

50%

increase joint pipeline

24%

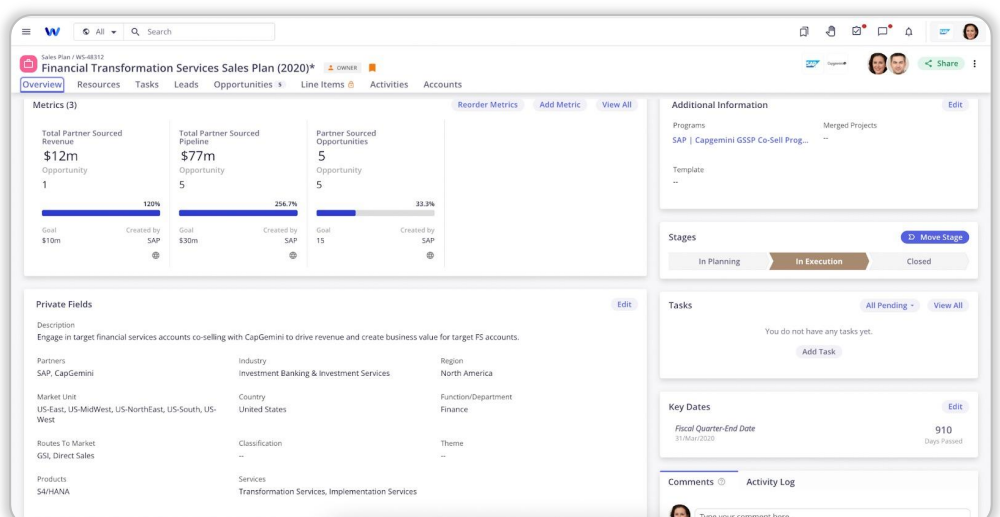
increase average deal size

25%

Increase average win rates

30%

Increase deal velocity



Solution Brief

Working with Hyperscalers

The channels and alliances ecosystem has traditionally focused on service and channel partners. Cloud has changed that and made SaaS partners core part of the channel ecosystem. SaaS organizations are customers for hyperscalers as they build their offerings on cloud.

They are also partners whose products are deployed in the cloud, whether it's in the customer's own environment or in a different cloud provider thereby indirectly increasing the cloud consumption for hyperscalers.

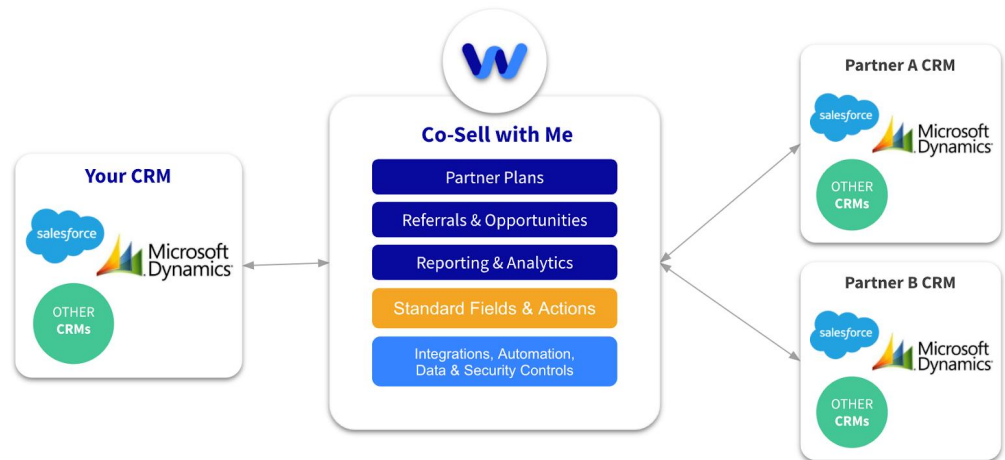
Hyperscalers have greater resources to build, scale and optimize SaaS organizations solutions. Hyperscalers offer SaaS companies customer reach, visibility within their sales teams who are now incented to sell their solutions. By partnering with Cloud hyperscalers, SaaS companies can build connections with the hyperscaler partner's field, partner managers, and marketplace category leaders to scale and build the brand. The hyperscaler's SaaS Partner programs can be leveraged to garner sales support, refine the co-selling process and also receive co-sell opportunities originated from hyperscalers.

Working with Hardware Vendors

SaaS companies looking to boost brand recognition often turn to hardware manufacturers to get their solutions to market. Partnerships to integrate SaaS solutions with hardware are one of the most effective ways to create a market for your software. Software creators gain access to the production, testing and shipping facilities of an established hardware company, effectively giving their customers a solution, they can utilize out of the box. Hardware providers offer a host of services to help software companies provide pre-loaded, certified hardware solutions directly to distributors, integrators, or end users.

Working with Other ISVs

Partnering with other ISVs is truly a "better together" story. Participating SaaS organizations in a solution being offered to customers has to deliver incremental value. Together they tend to add functionality and services to applications and solutions making implementation and adoption easier. Their partnership brings innovation



through powerful integrations, offering customizations for individual use cases. The other advantages of partnering with ISVs is with sharing development and testing infrastructure, stronger quality controls, thereby reducing costs and accelerating product development.

WorkSpan's Co-Sell with Me application

WorkSpan is the leader in co-sell 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:

- Automate and simplify opportunity referral sharing with partners
- Connect your field sales team directly to 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

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 act on deals that need attention. 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.

Automate and Scale
Co-Sell Collaboration

Single Application for
Co-Sell Planning &
Execution

Automate and Simplify
Referral Sharing

Track Performance and
Enable Data-Driven
Actions

Scale Your Co-Sell
Business with Speed

"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

The World's Leading Technology Companies Drive Co-Sell Revenue with Partners on WorkSpan

vmware

cisco

Hewlett Packard
Enterprise

SAP

Google

Microsoft

accenture

UiPath

ACTIONIQ

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.