WorkSpan
Ecosystem Cloud

Fortune 500 Company Increases Revenue, Efficiency, & Global Partner Alliance Visibility with WorkSpan

CASE STUDY

Customer Information

Our featured customer is a world-leading enterprise software company with over **350K** customers, **85K** employees, and more than **15K** worldwide partners. This company collaborates with partners across the globe to grow their business through joint sales motions.

The Objective

Increase revenue, efficiency, and accountability for joint go-to-market sales through **automation** of manual processes, **shared visibility** and **reporting**, and stakeholder **engagement**.

The Approach

Find a better way to allow joint sales teams from multiple companies to more easily **manage**, **build**, and **share** sales opportunities without increasing headcount or process overhead.

Technologies Used

WorkSpan Plans App
WorkSpan Opportunities App



Joint Sales Case Study

Presented by WorkSpan

A Fortune 500 enterprise business software company depends on its fabric of business partners to drive **transparent** joint sales to fuel sales and business growth across the globe.

Through WorkSpan's powerful **business process automation** and highly engaged stakeholder network—spanning across companies and organizations—this software company will drive **real-time reporting**, a **scalable process** of nominating and engaging with accounts, and accuracy of **pipeline**, **forecasting**, and **revenue uplift**.

Challenge accepted.

This global software company's partner joint sales motion is managed by rockstar Alliance Managers and Partner Business Managers who have been **constrained** by **laborious manual processes** as they work across a highly complex matrix of stakeholders to drive business growth.

The pain...ouch.

These professionals are accustomed to spending an entire day each week on calls with their partner counterparts to collect often **out of date data** to enter into a **spreadsheet**, upon which the company's Initiative Leaders rely on to make critical decisions about the business.

And this same process is mirrored and repeated by the leaders and managers across all their partner organizations as well!

Fortunately, **there's a better way** to run joint go-to-market solutions with partners.

With WorkSpan, this software company's Partner Business Managers save an average of **5 hours of week**.

WorkSpan is built for modern alliance (super) heroes.

By operationalizing and automating relationships across 48 global SI partners, this company expects to get 20% reported revenue impact by scaling engagement, closing more deals, and driving new solutions—faster.

With WorkSpan, this company's Alliance Managers and leaders have a shared record of the impact each partner has on each opportunity to build cross-partner sales plans, achieve accountability across teams, partners, and initiatives—and track the value, status, and next steps of each joint opportunity.

© WorkSpan 2019. All rights reserved. Case Study : Joint Sales

CASE STUDY

WorkSpan
Ecosystem Cloud



WorkSpan powers alliance business results ftw.

With WorkSpan, the software company's **20 Partner Business Managers** save an average of **5 hours per week**, each in time not spent on the phone with partner status update calls and manually updating spreadsheets. That's **100 hours per week saved** in productivity across the entire ecosystem. And it's all thanks to **automation**.

The end result? **Fewer status meetings, less time updating spreadsheets**, and **more time** spent solving customer problems and driving business growth.

Now *that's* running your alliance business with WorkSpan.



WorkSpan
Ecosystem Cloud

ABOUT WORKSPAN

WorkSpan is the Category Leader for Ecosystem Cloud. With Ecosystem Cloud, our customers are capturing a disproportionate share of the Ecosystem Economy — and you can too. Join the WorkSpan network where alliance, channel, and ecosystem leaders connect, co-create, co-market, co-sell, measure, and scale with their ecosystem partners in a single, secure, network to grow business together.

© WorkSpan 2019. All rights reserved. Case Study : Joint Sales