

# Joint Sales Case Study

You're going to want to read this.



The Go-To-Market Network for Alliances

# Fortune 500 company increases revenue, efficiency, & global partner alliance visibility with WorkSpan.

And their go-to-market partners do, too!

## CASE STUDY

### Customer info.

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

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are accustomed to spending an entire day each week on calls with their partner counterparts to collect often **out of date data** to enter into a **spreadsheet**, upon which the company’s Initiative Leaders rely on to make critical decisions about the business.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

With WorkSpan, the software company’s Partner Business Managers save an average of

# 5

hours a week

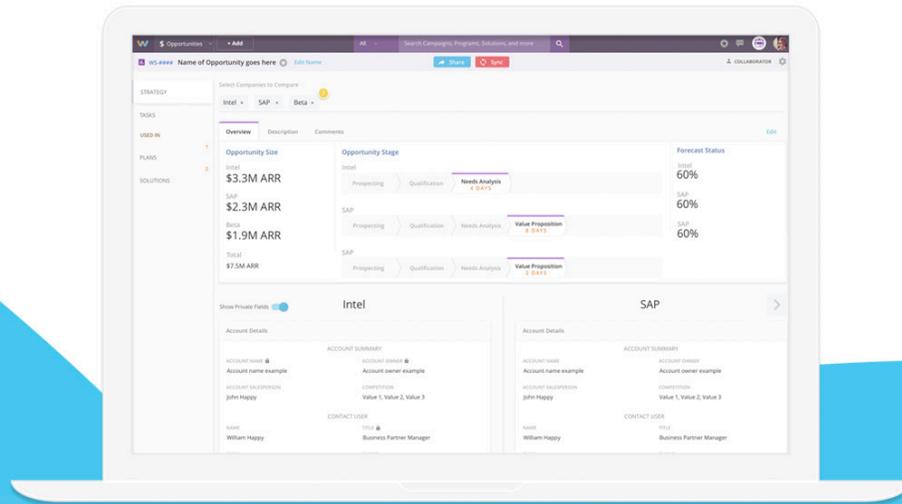
Fortunately, **there’s a better way** to run joint go-to-market sales with your partners.



## 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 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. In other words: 😊

### ABOUT WORKSPAN

## Welcome to THE Go-To-Market Network for Alliances

Join the ecosystem where partners **automate & report** on joint sales, marketing, & solution initiatives. To learn more, email [join@workspan.com](mailto:join@workspan.com).