

Joint Solutions Case Study

You're going to want to read this.

Presented by WorkSpan

CASE STUDY

Customer info.

Our featured customer is a “Big Four” multinational professional services company with over **260K employees** worldwide. This company collaborates with technology partners across the globe to grow their business with joint solutions.

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 solutions teams from multiple companies to more easily **define** solutions, **create** and **share** enablement materials, and **report** on solution performance without increasing headcount or process overhead.

Technologies used.

WorkSpan Solutions App
WorkSpan Content Library App

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A “Big Four” business and technology consulting company frequently works with a **Fortune 500** enterprise software company to launch new joint go-to-market solutions.

Through WorkSpan’s **powerful alliance automation**, rich reporting, and highly engaged stakeholder network—spanning across companies and organizations—these partners will effectively create joint content, track and share revenue achievement, and fully enable their sales and marketing teams.

Challenge accepted.

Together, these two companies have partnered to create **over a dozen** joint solutions that bring together world-class enterprise software and proven best practices to help customers in every industry tackle the challenges of managing digital disruption. Each solution is meticulously crafted to take shared customers on a **digital transformation journey** across lines of business and industry use cases.

The pain...ouch.

To successfully go to market, solution experts have to **define** the solutions, **create** and **distribute** enablement materials for the sales and marketing teams of both companies, and report on how the new solutions are performing—all of which are **manual processes**—with spreadsheets, emails, and documents flying everywhere.

Quite often it's hard to know what the joint solution is offering and how it's performing!

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

With WorkSpan, this services company will bring
new joint solutions to market

2x faster

WorkSpan is built for modern alliance (super) heroes.

This services company turned to WorkSpan to enable their alliance managers and leaders to coordinate across their complex partner matrix in **real-time** and connect the right people at the right time to design **effective** cross-partner solutions, track opportunities in flight, share fresh content from recent wins, and effectively work together to **quickly address** sales enablement gaps.

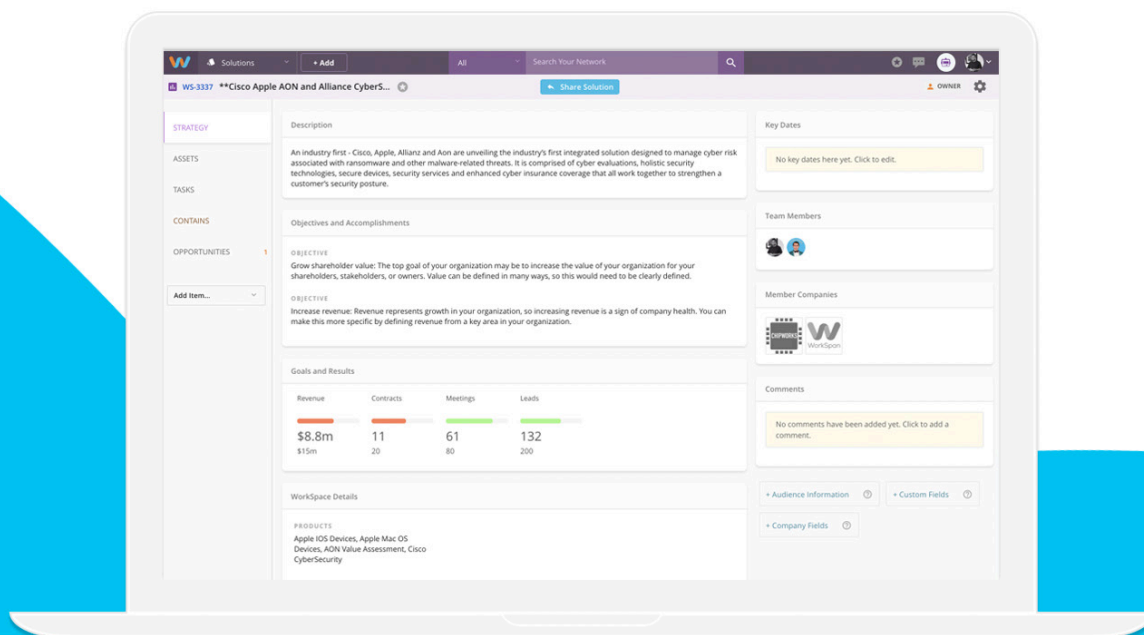


WorkSpan powers alliance business results ftw. 📈

With WorkSpan, this services company will bring new jointly owned and managed solutions to market **2x faster** by instantly making a joint content library available to regional teams across not only their own company, but the regional teams of all their partner companies. That's what you can come to expect from the **automation** of formerly manual processes, and **real-time** joint solution business performance reporting.

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

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



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.