

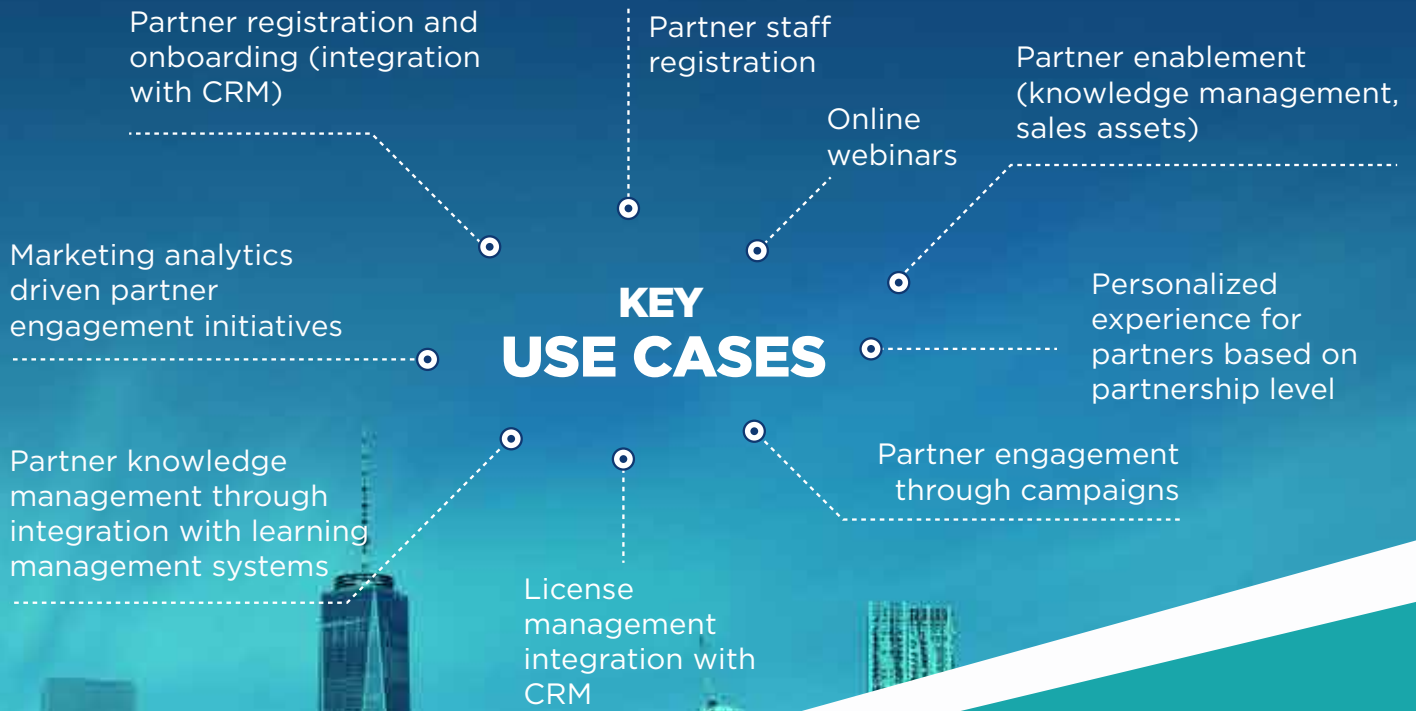
ADvantage
Experience Platform for
HI-TECH & MANUFACTURING

Partner relationship management is a critical success driver as well as the most complex aspect of Hi-Tech businesses. ADvantage Experience is a partner engagement platform solution that can be hosted by Hi-Tech enterprises encompassing both B2B (partner journeys) and B2C (partner staff journeys) interactions. The solution includes content managed brand sites as well as portal features such as self-service, support requests and collaboration features like communities and learning & knowledge management capabilities.

BUSINESS CASE:

- **Enable businesses to solicit, educate and retain channel partners**
- **Need to communicate to partners and customers across the different phases in their partner journey**





CHALLENGES ADDRESSED:

Difficulty in garnering and retaining attention of channel partners

Immature lead management processes that exist currently

Lack of integrated marketing

Low levels of marketing automation

STANDARDS & COMPLIANCES:

GDPR compliant

BUSINESS BENEFITS:

1
Effective lead management

2
Higher Partner Engagement and Retention

3
Integrated Marketing Approach

4
Aligning the business goals leading to better results



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Hello there! I am an Ideapreneur. I believe that sustainable business outcomes are driven by relationships nurtured through values like trust, transparency and flexibility. I respect the contract, but believe in going beyond through collaboration, applied innovation and new generation partnership models that put your interest above everything else. Right now 132,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 44 countries. **How can I help you?**

Relationship
BEYOND THE CONTRACT

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