Generate More Revenue From Each Partnership

PartnerTap helps channel teams generate more revenue from existing partners with segment-by-segment overlap analysis and lists of **specific accounts your sales team can target immediately.**

If you already have partners, then the pressure is on to deliver results. But turning great partnership intentions into real pipeline and revenue is hard. Without visibility into each other's accounts, it is hard to know where to focus.
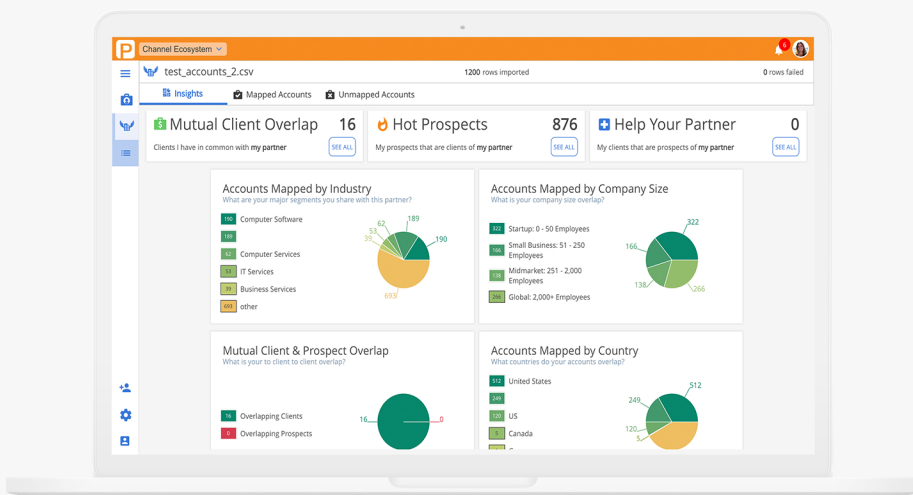
The PartnerTap Ecosystem Platform helps channel teams identify the biggest revenue opportunities with each partner and share information to grow your pipeline. We make it easy to invite partners, control what data you share, and identify the specific segments with the greatest revenue potential with each partner.

Automate account mapping with each partner

Every great partnership relies on account mapping. Alliance teams are constantly swapping account lists with partners. But mapping accounts by hand is so time-consuming and tedious that these lists are often put to the side and never mined for the revenue potential buried within.

PartnerTap automates account mapping with your partners and identifies where you have mutual clients, mutual prospects, and opportunities to sell into each other's accounts. Simply upload your partner account lists with our Spreadsheet Upload utility, or invite your partners to connect their CRM accounts directly via PartnerTap. When CRM systems are connected you will have real-time account mapping even during territory re-alignments or when people move between roles.

TRUSTED BY ENTERPRISE COMPANIES THAT KNOW HOW TO PARTNER

ADP

COMDATA

SAP Concur

DXC.technology

LogMeIn

World Travel INC.

See market opportunity & specific insights about each partner

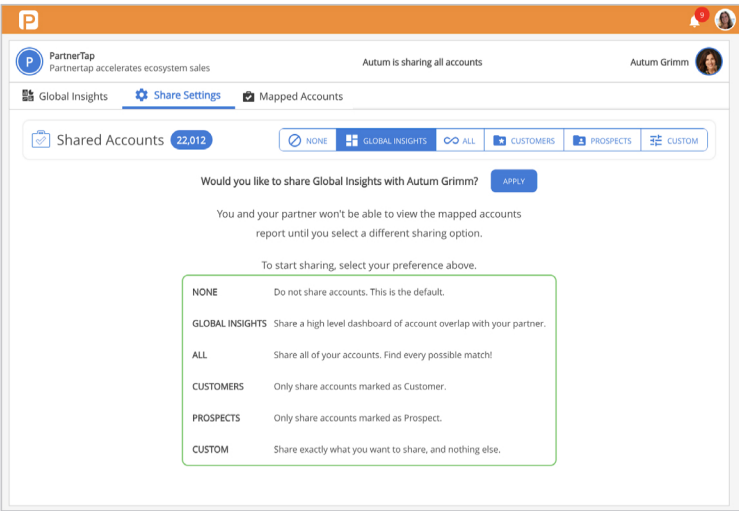**% overlap by industry:** shapes your vertical strategy with each partner

% overlap by segment: informs which sales teams should focus on which partners

% overlap by customers vs. prospects: guides your strategy with each partner
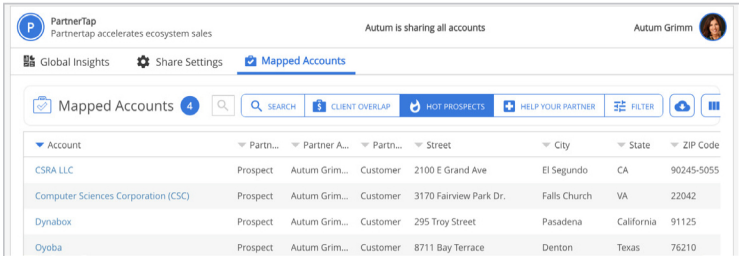
Maintain full control over your data

With PartnerTap you get full control over which accounts, and what information, you share with each partner. Our enterprise share settings make it easy to protect sensitive accounts, define the types of accounts, and which fields you want to share with each partner.

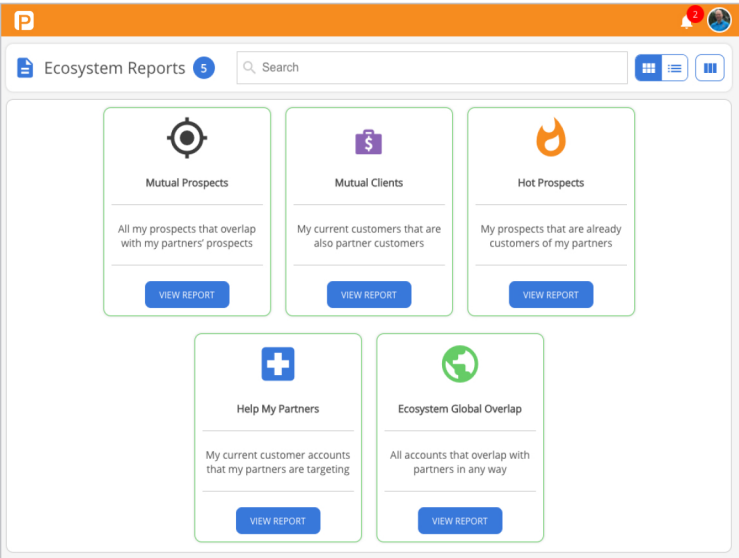## View mutual customers and prospects with each partner

Once you connect with a partner and customize your share settings, you can unlock your specific mapped accounts. The ability to unlock mutual shared accounts and download the specific account lists is available with the Channel Essentials Edition of PartnerTap.

Depending on the level of information your partners choose to share with you, you could see each partners' current customers, prospects, and assigned sales rep on each account. Your mapped accounts can be viewed online or downloaded into Excel.

Get actionable insights and reports

PartnerTap reports make it easy for you to quickly see specific accounts where you can drive more revenue with partners. Our reports help you see where you share existing customers with partners, where you are targeting the same new prospects, where you can help your partners get into new accounts, and where your partners can help you sell into their existing clients. Each of the reports surface insights across your entire ecosystem and let you export your data for further drill-down analysis.

PartnerTap Ecosystem Platform

PartnerTap is the only partner ecosystem platform designed for the enterprise. We make it easy to automate your account mapping, control what data you share, and unlock your full partner ecosystem potential.

PartnerTap Revenue Platform

Automatic Account Mapping
Simply upload all the spreadsheets your partners send you, or invite them to connect their CRM systems directly with you on PartnerTap for real-time account mapping

Channel Insights
Everything channel teams need to drive more revenue from existing partners with segment-by-segment insights into mutual account overlap and expansion opportunities

Co-Selling Collaboration
Connects sales reps directly with their peers at each partner on an account-by-account basis and lets them chat directly with each other inside the app.

Ecosystem Analytics
Zero in on new target account opportunities and analyze the revenue sourced and influenced by each partner across your ecosystem.

Enterprise Sharing Controls
Decide which types of accounts and information you want to share with each partner.
Maintain full control over your sharing on a partner-by-partner basis.

Microsoft Dynamics • salesforce • HubSpot • SAP • ORACLE • X • Close • SharpSpring

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*"**We saw an ROI in the first quarter using PartnerTap.** We closed two new customers and accelerated the sales cycle on numerous other prospective accounts."*

George Gadebusch, VP Technology & Product Sales, World Travel, Inc.

ABOUT PARTNERTAP

PartnerTap helps companies generate more revenue from each partnership. The PartnerTap Ecosystem Platform helps channel teams identify the biggest revenue opportunities with each partner and share relevant information to drive more revenue from shared accounts. PartnerTap makes it easy to invite partners, control what data you share, automate account mapping, and identify the specific segments with the greatest revenue potential with each partner.

Please contact us for more information at **support@partnertap.com** or visit us at **www.partnertap.com**.

Enterprise security and popular acclaim

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