

# Webinfinity vs Traditional PRM

A Comparison

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# Partner Portal Management Criteria and Comparison

## **webinfinity™** v **Traditional PRM**

Webinfinity offers a totally new, next generation approach to PRM.

Powered by the Webinfinity Engagement Automation Engine, portals are focused on delivering a very scalable and granular personalized experience for partner users.

The Webinfinity engine can be configured for almost any portal use case, with almost any ecosystem of users, systems and applications. Its no-code approach means that those closest to key partners can instantly curate and deliver just what those specific partners need to be effective and efficient.

By focusing on enabling API connected applications, rather than proprietary module functionality, Webinfinity customers can select the right best-of-breed partner management applications to fit their needs at any point in the evolution of their partner program.

# Webinfinity Comparison

Benefit		Traditional PRM
<b>Next-Gen, Mobile-First User Experience</b> Component Based Interface Across the Entire Application	✓	✗
<b>Core PRM Tools for Partner Management</b> (Content Delivery, Deal Registration, Lead Distribution, Opportunity Management)	✓	✓
<b>Complex Specialist PRM Modules</b> for (Through Partner Marketing, Business Planning, Incentives Management, Payments etc.)	✗	✓
<b>Enables Infinite Unique User Experiences</b> (Partner and Internal) Without Development	✓	✗
<b>Complete In-App Automated Experience Management</b>	✓	✗
<b>Flexible 'Best of Breed' App Integration</b>	✓	✗
<b>Enterprise Scale/Multi Vendor Architecture Future Proofing</b>	✓	✗
<b>Guaranteed Time to Market</b>	✓	✗
<b>Guaranteed ROI</b>	✓	✗

# Next-Gen, Mobile-First User Experience

## Component Based Interface Across the Entire Application

### Why It Is Important:

- Communicates to partners that the vendor is innovative.
- Enables partners to find what they need more quickly, on any device.
- Easiest way to deliver critical personalized experiences for different partner types, job functions, tasks, and geographies.

### Webinfinity:

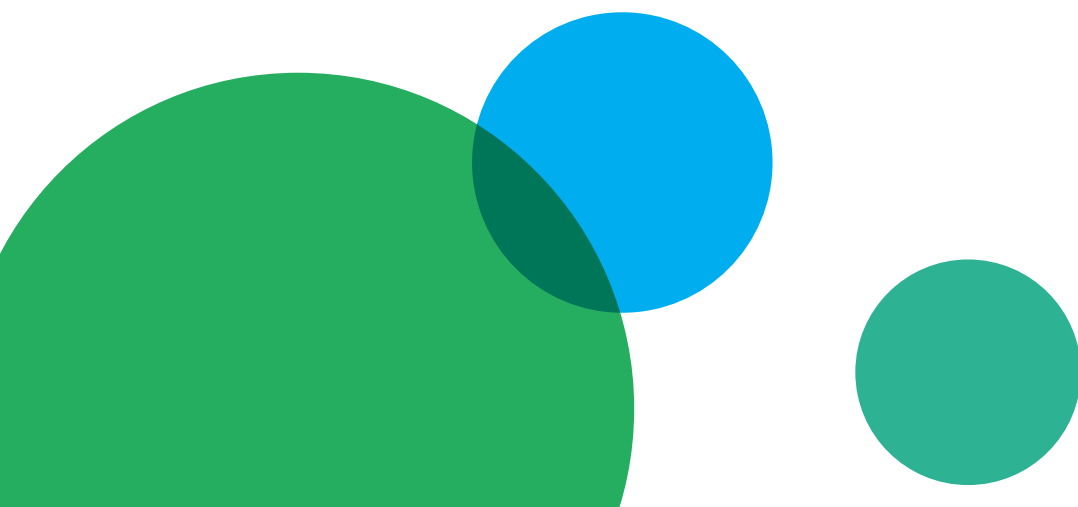
Webinfinity is known for its next-gen component based interface that works for a mobile device, tablet or laptop. The dynamic interface is generated by the Webinfinity engine out of the box, requiring no custom development and is consistent across all elements of the user experience.

Any customization for different partner experiences and personalization is handled via configuration that can be done by non-technical users who are part of the channel team and, most importantly, know best what drives partner engagement for their company.

### Traditional PRM:

Different vendors provide different user experiences depending on the module or feature, there is no unified experience across all features and functions.

Traditional partner portals follow a more web page orientated layout with traditional navigation and page elements, whereas Webinfinity is entirely component based meaning all experiences are highly differentiated based on the user (similar to Google).



# Core PRM Tools for Partner Management

(Content Delivery, Deal Registration, Lead Distribution, Opportunity Management)

## Why It Is Important:

- According to Aberdeen Group, “businesses using PRM experience 48% greater annual revenue growth”. These tools streamline key functionality partners need to successfully sell and market vendors’ products and solutions.
- Performing the key functions of channel engagement effectively is absolutely critical in driving partner engagement and revenue (yet often done poorly in most vendor portals).

## Webinfinity:

Webinfinity’s approach to PRM features is to ensure the basic processes are catered for incredibly well, but through configuration, not code and custom development. This provides significant flexibility to modify features for precise needs and to easily extend to other use cases as needed.

In-app workflow is pre-configured for deal registration, lead distribution and management, onboarding, including intelligent content delivery aligned with partner opportunities (no matter where the content is stored throughout the enterprise). The configuration within the platform enables clients to easily modify fields, data objects, workflows and form login without any technical expertise.

## Traditional PRM:

While traditional PRM vendors have core capabilities like partner onboarding and deal registration built into their systems platform, there is a significant trade off in flexibility - you have to work within the constraints of the way modules have been coded to function.

This can have significant benefits if your business processes map to the conventional structure of established channel processes but can prove very restrictive in terms of the ability to modify functions to keep up with emerging channel trends and non-standard workflows.



# Complex Specialist PRM Modules

(for Through Partner Marketing, Business Planning, Incentives Management, Payments etc.)

## Why It Is Important:

- As channel programs scale and mature, it will become increasingly important to add additional components to further automate channel management in a scalable and effective manner.
- Vendors may need to leverage existing tools, for example re-purposing learning/certification content in an existing Learning Management System (LMS) for use within the partner community.

## Webinfinity:

Webinfinity embraces the rise of cloud apps, with a purpose-built architecture capable of creating a single pane of glass for any combination of tools and apps you may wish to use to support your partners.

Webinfinity agrees with the 82% of CMOs and CIOs who think a “best of breed” strategy is the only way to solve for users in the modern enterprise architecture. For this reason, Webinfinity has deliberately decided not to create “modules” designed to compete with complex specialist vendors such as Perks (Incentives/MDF), Zift (TPMA), Successful Channel (Business Planning) and many more. In fact, Webinfinity pro-actively partners with and recommends, these organizations to deliver a fully integrated solution through one unified UX.

This flexible, API-first approach to best-of-breed PRM provides ultimate choice and flexibility for clients, as well as ensuring an ability to leverage the most current technology in these speciality functions.

## Traditional PRM:

Depending on the vendor, you may find a long list of modular add-ons that can be leveraged to address PRM challenges such as learning management, incentives, MDF management and through partner marketing. The vision of legacy PRM platforms is to provide clients with a single suite solution to all your PRM needs.

While this is good in theory (and made complete sense before the rise of SaaS and cloud apps) it is extremely difficult to execute in practice as the vendor must attempt to be a leader in multiple software categories - competing at a modular level with global specialists such as Cornerstone (LMS), Tableau (BI), Perks (Incentives) and many others.

If you want to add your own specialist or custom solutions to a traditional partner portal, this will come as a link to another vendor or involve more complex specialist integration at your costs. Unlike Webinfinity, legacy traditional PRM systems architecture was not built with integration to third party products in mind, meaning deviation from standard modular features will be challenging.

# Enables Infinite Unique User Experiences (Partner and Internal) Without Development

## Why It Is Important:

- For engagement to flourish, experiences must be entirely relevant to each and every member of the channel ecosystem.
- Partner ecosystems are complex with the variations in partner types, user job functions, geographies/languages and more. This complexity only grows as your partner program grows.
- Experience management is governed by the rules and tags used to automatically deliver personalized experiences across the partner ecosystem. Automation is a must with this ecosystem complexity.

## Webinfinity:

Webinfinity's Engagement Automation Engine enables an almost infinite number of personalized experiences, with a significant number of ways to curate assets to make it easier for partners, partner managers and program executives to get what they need.

This increases effectiveness in selling, managing partner performance and tracking program success. Personalization can be driven by partner type, user job function, user task, partner account, specific objective, and many other criteria. Personalization also can be configured at the individual asset level.

Curation can be done automatically by the system for content such as guided selling playbooks (a big time-saver for administrators, geo leads, partners and partner managers), or manually for time-driven groupings such as launches, key customer use case scenarios, etc.

With Webinfinity, new areas of personalization can be added simply through configuration, no custom development required.

## Traditional PRM:

Other partner portals follow a more conventional website type design approach with an ability to create a level of personalization through display rules based on partner and user profiles. All users essentially see the same portal, with the same structure, but with some different elements based on who they are.

But what happens when the structure of the partner program changes, moving away from partner tiers to different business capabilities (such as is happening with cloud partners)? This would require significant additional cost for the vendor to re-design its portal experiences. In addition, it's not possible to work outside the structure of the coded personalization capabilities, it's all pre-organized and pre-coded, meaning you need to fit into the rigid structure of the templates provided.

# Complete In-App Automated Experience Management

## Why It Is Important:

- With programs, content and communications evolving in real time it's critical the channel team can "move at the speed of the business".
- Without complete self-service there is too much reliance on IT or vendors resources leading to delivery delays and increased costs.
- Highly engaging portals need contributions from the entire channel community, not just portal administrators and developers.

## Webinfinity:

Webinfinity puts all elements of experience management in the hands of the client. Every single element of every experience (from navigation to content publishing to complex lead management) is managed in-app, via simple user interfaces that a non-technical user can control without any IT or vendor support.

Webinfinity's no-coding solution is designed to continuously configure and curate experiences to improve engagement - whether it's a launch for a specific set of partners, or for a specific promotion or incentive, or targeted content for a specific group of users. You can even create a specific sub portal for a new partner program for new types of partners. All the configuration can be done by the team working closest to the partners. Without the cost of custom coding, the engagement ROI is significantly increased.

Additionally, the system provides a highly flexible and scalable rules management framework enabling delegation of experience management to any member of the channel team. This ability to delegate authority to many individual contributors (for example, a technical expert in EMEA who can create just blogs that are sent only to a sub-set of partners in their region) results in much richer, ever changing engagement experiences. These experiences in turn drive increased partner engagement and productivity.

## Traditional PRM:

Traditional PRM experience management works more at page level, using a conventional CMS (Content Management System) approach. This results in portals being managed by a small number of people who are authorized to make changes, together with others who are able to submit content assets, but not build or curate new web experiences.

Subscriptions, libraries, and configurable logic on templates (for example automated asset recommendations in the context of a sales opportunity) are not possible in this structure. Transactional dashboards and workflows are hard coded, not truly configurable, meaning material changes cannot be made without developer support.

This approach cannot compare with the fluidity and flexibility of the Webinfinity's management capabilities and results in more rigid, less engaging experiences for users.



# Flexible 'Best of Breed' App Integration

## Why It Is Important:

- Provides flexibility in partner management capabilities as partner program needs evolve.
- Provides partners seamless access to additional capabilities such as campaign management, business planning, incentive payments, and more.
- Enables a unified partner "workspace" for partners to access everything they need to do business with you.
- Enables flexibility to integrate with the application innovation that is exploding in the partner management arena.

## Webinfinity:

Webinfinity has an extensive connected application capability embedded in its Engagement Automation Engine, partnering with many of the leading software companies of best of breed applications that are fully integrated with its engine. These include applications for incentive automation, sales opportunity management, business planning, pipeline management and more.

It has integrated with a select few of the iPaaS platform developers, each of which have portfolios of application connectors making it faster to integrate applications preferred by its clients.

It has tight integration with Salesforce and MS Dynamics CRM systems and will also work with its clients to connect other CRM systems if required.

It has created a storage connector that connects and syncs content stored in many cloud storage systems so as to enable its clients to keep content in whichever system they choose.

All integrated applications are made to work within the Webinfinity unified interface to keep the user experience as frictionless as possible. In addition to application integrations, Webinfinity can embrace and embed any desired application within its same unified interface that can be experienced in-app or in a new window.

## Traditional PRM:

Many vendors offer a number of hard coded systems integrations, primarily with common CRM systems.

These pre-built integrations were created to support customer needs, not as a deliberate design principle of the platform. All in one PRM vendors do not believe in a best of breed architecture – their goal is to provide you with a single suite solution where either you buy all the modules from the vendor or build them yourself using their developer tools.

While this may be appealing to the small majority of people who believe it's possible to solve for PRM with a single vendor, this limits customers' ability to trade off against the flexibility and innovation that comes from integrating best-of-breed applications.

# Enterprise Scale/Multi Vendor Architecture Future Proofing

## Why It Is Important:

- Partner engagement scalability is critical in the early stages of a partner program where success is equated to the recruitment of additional partners. It is also essential for mature programs where new types of users and user job functions need to be served.
- Experience flexibility is important as different types of partners, user job functions and tasks require additional content assets.
- Flexibility to infinitely scale to future proof your investment as your partner program evolves is a must-have, particularly as new cloud procurement models are changing how vendors need to work with their partners.

## Webinfinity:

Webinfinity has proven case studies demonstrating its ability to scale to reliably serve personalized experiences to tens of thousands of users. It also has demonstrated how it can start small and enable clients to grow as their partner programs and content portfolios grow.

Webinfinity's customer-centered feature prioritization, development and release cycles bring significant new features and functionality enhancements to its customers at least three times per year at no extra charge. This strengthens its customers' ability to continuously improve their ability to serve their partners more effectively.

## Traditional PRM:

Traditional PRM solutions take a more point in time approach to solving for a channel program. The implementation will be based on specific needs and functions highlighted by a client. Many smaller companies have installed portals only to find once needs change and evolve it is not so easy to adapt the set-up to meet the evolving needs and scale of their business.

For example - how could you pivot quickly to engage born-in-the-cloud partners with a completely different experience, and integration with the cloud provider marketplaces? The answer is not quickly or cost-effectively.

The flexibility to move in real time (at the speed of the business) is critical in the modern channel, as is the need to keep up with the likely ever changing shape and size of your enterprise architecture, including potential wildcards like changing your CRM system or working with new PRM software vendors who emerge in the market.



# Guaranteed Time to Market

## Why It Is Important:

- Partner engagement equates to more revenue for the business, both in the short and long term.
- Getting to market is the usual metric, but the more important measure is time to partner engagement for different types of partners and partner users.

## Webinfinity:

With its pre-built, out of the box functionality and partner portal set-up blueprint, Webinfinity-powered portals can be configured to drive engagement within a month or less. This includes the intelligence for the content assets and the segmentation of the partner user community; enabling users to get what they need in order to be effective faster. Building on this initial engagement foundation, channel teams can easily enhance as they learn more about their partners' needs, as new assets are added, as new relationships are onboarded, etc.

There is no technical work involved - just easy configuration of rules, tags and profiles.

## Traditional PRM:

Complex PRM projects are notorious for timeframe delays and cost overruns. When considering an implementation, it is important to study the case studies and prior results of potential vendors – the sales promises very rarely correlate to the realities of the delivery process!

On the converse, it is possible to move very quickly on implementing simple vendor solutions (sold as SaaS apps). The problem with these solutions is that whilst there can be a reduced timeframe to go live, the rigid structure of the features and functions provided means you may quickly outgrow the solution meaning your ultimate time to solutions maturity will be impacted as you may be forced to consider changing a vendor at a (likely critical) stage of growth in your channel business.



# Guaranteed ROI

## Why It Is Important:

Engagement is the key metric driving increased partner productivity. Webinfinity provides everything needed to guarantee increased activity, while eliminating the hidden costs that are normally associated with legacy PRM implementations:

- Business costs - the time required for business owners to provide requirements and perform set up, UAT and other tasks.
- Technical/development costs - the time required by a business analyst, UX designers, developers and integration specialists.
- Consultant costs - cost to implement and customize to fit partners' needs.
- Integration costs - cost of needing to compromise on best-of-breed partner management applications.
- Opportunity costs - cost if go-live produce delivers fewer features and functions over a longer timeframe, diminishing revenue and productivity opportunities.

## Webinfinity:

Webinfinity provides a true SaaS solution with a total focus on driving revenue generating engagement. Pricing is based on Monthly Active Users (MAU's). This means a client only pays for users who are actively engaging with the portal on a month to month basis. If there is no usage, costs will be minimal. All features and future releases are available to all clients regardless of the fees they are paying.

This enables young companies with embryonic or scaling partner programs to cost-effectively access the full features of the Webinfinity Engagement Automation Engine. Once engagement is increased (leading directly to revenue and productivity gains) costs will follow, but with true ROI.

For larger enterprises, it provides a true economy of scale with costs based only on the sub-set of users who are active on a frequent basis.

## Traditional PRM:

Different vendors charge for their software in vastly different ways, with costs ranging from the \$1,000 per month at the low end to more than 200 times that in some cases!

What is often misunderstood when it comes to PRM is the Total Cost of Ownership (costs beyond just the licenses). As the design, development, innovation and maintenance of a solution must all be considered it is important to look at the total spend vs the expected return when evaluating the best solution for your company.



Webinfinity personalizes the user experience by weaving systems and content together – at scale.

It's born from and delivered with incredibly deep channel knowledge and experience, to drive greater revenue, increased productivity, maximized deal flow, and enhanced partner satisfaction.

## About Webinfinity

Webinfinity is a no-code engagement automation solution that creates a personalized experience for any member of your ecosystem. Providing high-impact, personalized experiences can dramatically improve performance in all areas, giving your business a significant advantage in a digital-first world.

Leveraging 20 years of custom development experience in the channel space, Webinfinity improves content management, creates personalized experiences and measures content effectiveness and ecosystem member performance to provide unprecedented visibility into your pipeline.

Clients from venture-backed startups to established enterprise brands rely on Webinfinity to drive engagement at scale with their business ecosystem.

More information can be found at [www.webinfinity.com](http://www.webinfinity.com).

