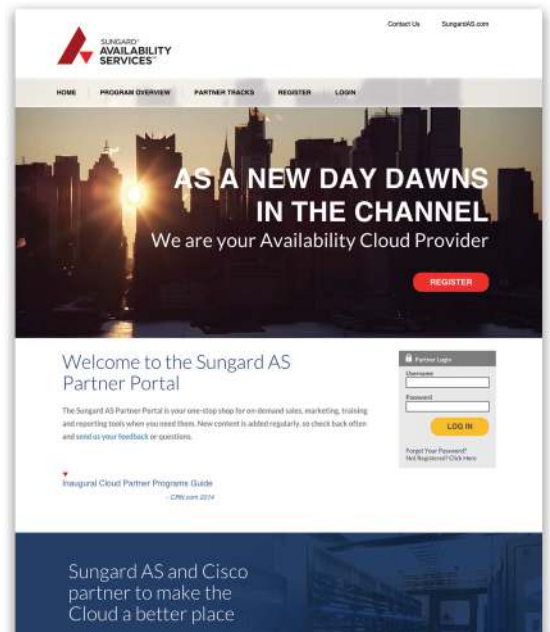




Partner Relationship Management

## CASE STUDY

# Sungard Availability Services Achieves 30% Increase in Revenue Growth and Double-digit Rise in Partner Leads using TreeHouse Interactive's Reseller View™ PRM



Leading Global Provider of Managed IT, Cloud and Recovery Services for Information Availability, Improves Partner Satisfaction and Engagement with TreeHouse's PRM Solution, Helping to Support Goal of 30% Revenue Growth

### About Sungard Availability Services

Sungard Availability Services helps IT departments keep mission critical information and applications up and running by providing disaster recovery, managed IT services, IT consulting and business continuity management software solutions.

With a global reach and worldwide network of state-of-the-art facilities, Sungard AS:

- Employs more than 3,000 professionals with extensive Information Availability Services experience
- Helps over 7,000 customers worldwide achieve uninterrupted access to their mission-critical data and systems
- Has over 40 mobile facilities staged in strategic locations
- Manages over 5 million sq ft of secure space in 90 hardened IT facilities connected by a redundant, global dedicated network back-bone

Channel growth is core to Sungard AS' go-to-market strategy, with more than 350 companies in its partner program. The company's primary objective for channel growth is finding and keeping partners with synergistic services – with a focus on quality, not quantity.

### The Problem

Sungard AS had been using a homegrown system based on custom Oracle and Salesforce.com integration, but it couldn't keep up with the program's steady 30% growth.

Using the homegrown system, Sungard AS had trouble communicating effectively and securely with partners and providing them with



### ORGANIZATION

www.SungardAS.com

### INDUSTRY

Managed Information Technology Services

### NUMBER OF EMPLOYEES

3000+

### CHALLENGES

Sungard AS needed to replace their out-dated homegrown Partner Relationship Management (PRM) technology with a system that automated deal registration and allowed partners to quickly access training, marketing and sales support materials

### SOLUTION

Impartner PRM™

### RESULTS

The Sungard AS Partner Program has realized significant results, including:

- Achieved 30% increase in 2014 channel revenue
- Double-digit increase in partner leads
- Increased partner satisfaction

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information. Manual data entry, a lack of partner pipeline and deal visibility, and incomplete, inconsistent data were a drain on Sungard AS' partner program team. Partners complained about the basic usability and stability; they struggled to register deals and access the materials they needed for sales, marketing and training support.

## The Search

After five years of homegrown frustration, Sungard AS had enough. In 2013 they began to search for a solution that fixed their current problem and would be able to scale with their program as it continued to grow. They needed a true PRM platform.

*"TreeHouse has everything a channel program needs under one roof, with the ability to create co-branded documents, process partner leads, seamlessly integrate with Salesforce, and provide sales tools to our partners, we get everything we need from one vendor—all while controlling costs and achieving scalability."*

**Jim Schwartz**  
senior director of  
channel operations  
Sungard AS

With a goal of rapid deployment, Sungard AS knew they needed a turnkey, SaaS-based, single-vendor system. The company looked at TreeHouse Interactive, Logic-Bay, and Salesforce. The decision to go with TreeHouse was made primarily based on Reseller View's raw capability, TreeHouse's channel industry

expertise, and a guaranteed rapid implementation time including integration with Salesforce.com.

"TreeHouse has everything a channel program needs under one roof," said Jim Schwartz, senior director of channel operations for Sungard AS. "With the ability to create co-branded documents, process partner leads, seamlessly integrate with Salesforce, and provide sales tools to our partners, we get everything we need from one vendor—all while controlling costs and achieving scalability."

## The Solution

With Reseller View up and running, the accolades began pouring in. "We put TreeHouse through the wringer and they delivered with a smile," said Schwartz. "Now that it's been up and running, our partners are using it effectively - they're happy, and we're happy."

"Working with TreeHouse Interactive has been extremely easy," said Cristina Greysman, Sungard AS' director of partner experience. "And managing just one vendor is a huge plus for us. It was the difference between going to

Home Depot to buy what you need to build a house when you need a place to stay, or simply going to a hotel."

Greysman lists time savings as her favorite benefit. "With the last portal, if we wanted to change a sentence or make an update it took weeks waiting for internal resources. We would spend hours... working to resolve technical issues. Now we can spend more time helping partners be successful and increase revenue." She says "We're confident now that if we need to make changes or improvements, that TreeHouse will meet our needs and in a timely manner."

Greysman concludes by saying "Providing our partners with the tools and vital content they need to sell helps them be more efficient and improves their overall experience. That in turn helps build our relationships and ultimately partner loyalty."

## Results

In 2014 channel revenue grew at a 30% CAGR, with significant contributions from the new portal that improved partner satisfaction and engagement. Sungard AS' team can now focus on growth by tracking partner engagement, increasing the number of registered leads, and truly making a good first impression with prospective and new partners rather than spending time on fixing bugs and problems.

"There's no doubt that the new portal is increasing partner satisfaction and engagement," said Greysman. "We're tasked with bringing in new revenue to the company via new business with partners whose services are synergistic—and thanks to our new Reseller View PRM system, we're meeting even our most aggressive goals." Since installing the TreeHouse solution, Sungard has seen a double-digit increase in the number of partner leads submitted.

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**Cristina Greysman**  
director of partner experience  
Sungard AS

Sungard AS partners were quick to applaud the new portal. One partner, Continental Resources, said "We've noticed a significant difference in Sungard AS' new partner portal. It's simple to use and easy to register deals. When we can effortlessly interact with a vendor's portal, it just makes the job of selling their services that much more effective."