



# GENBAND Case Study

*Greater Partner Engagement =  
Stronger Partner Sales*

## GENBAND Introduction

GENBAND offers of real time communications software solutions, and in this competitive industry partners have many options of vendors they can work with to deliver customer solutions. GENBAND's success in this competitive industry is rooted in its commitment to make it easy for partners to do business with the company, so that GENBAND, its partners and customers continue to succeed.

Historically, GENBAND sold mostly hardware through channel partners. However, as business needs changed, the marketplace increasingly sought GENBAND's software. As a result, GENBAND examined the best partners to meet customers' changing requirements. Additionally, the company also took a look at what partners need today to sell more effectively and best practices to attract even more world-class partners.

GENBAND's partner portal was in need of a makeover to meet the changing interests of partners, who are pressed for time and striving to be as efficient as possible. GENBAND also found that they could serve their partners better if they had a direct connection to each professional at each of their partner organizations, instead of only one contact at each partner organization.

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GENBAND director of  
channel marketing.

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In reviewing options to reinvigorate their relationship with their partners and attract new partners, the winning solution had to integrate with GENBAND's existing CRM solution, Salesforce. Furthermore, GENBAND wanted to bring all of the different aspects of their partner program together for a seamless and effortless experience for partners.

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## Relayware for GENBAND

"GENBAND's channel partners are an integral part of our growth strategy and our goal is to provide each partner with all of the tools they need to be successful in selling our solutions," Sullivan said.

As a testament to GENBAND's commitment to its partners, the company launched their new world-class Partner Advantage Portal, built on the Relayware Partner Cloud platform. Through the portal GENBAND partners always have up-to-date information on all GENBAND products and solutions as well as sales resources, videos, webinars, marketing materials, news, upcoming events and more.

The intuitive, user-friendly portal provides partners with the comprehensive service and support necessary to ensure success and growth.

Relayware's solution for GENBAND enables:

- Interactive deal registration
- Co-op fund management
- The GENBAND product store
- Activity streams
- Single sign on for partners
- Integration with CRM

## GENBAND's Benefits

"Working with Relayware really gave our partner program the boost it needed, both for the partners and for us. Our partners are more engaged, and we are seeing more sales," Sullivan said. "There are still so many more exciting aspects of the program that we are working on with Relayware to roll out. Our partners have a lot to look forward to."

GENBAND's global growth is attributable to the company's vision, focus and smart go-to-market strategy. Partnerships are essential to GENBAND's continued success and the company is committed to being a trusted business partner to each and every member of its partner program.

## Interested in Relayware Partnering Automation?

Partnering Automation can help you manage, simplify and optimize your channel partner performance management – dramatically improving your productivity and theirs. Some of the leading global companies including **Lenovo, Sony, Tata** and many more deploy Relayware as their Partnering Automation solution. Whether you want to enhance your partner portal, partner sales, partner marketing or partner training ... there's a packaged solution ready for you. And best of all, it integrates seamlessly with your CRM system and is priced in a way that lets you choose what's right for you right now, yet scale as your business grows and evolves. **Simply sign-up for a demo** and experience Relayware for yourself (we've also thrown in one of our best practice quick guides too)!

Demo Sign-Up

Quick Guide to  
Partner  
Engagement

### About Relayware

Relayware is a leading SaaS-based partnering automation company, serving hi-tech, manufacturing, telecommunications, financial services and insurance companies around the world. Providing a comprehensive range of partner-centric applications, including partner portals, training, sales and marketing packs that unlock the key to partner productivity. Relayware delivers greater Partner engagement, productivity and return on indirect

channel investment. At the core of Relayware is the Partner Cloud, a platform for deploying and integrating the communication tools that simplify and extend partner processes beyond the enterprise.

[www.relayware.com](http://www.relayware.com)