

RelayWare Allied Telesyn Case Study

About Allied Telesyn



- Allied Telesyn International is a global provider of affordable, highly reliable end-to-end networking solutions. Founded in 1987, this group has its main offices in Tokyo, Bothell (USA) and Chiasso (Switzerland) with over 1,500 employees worldwide. The company's broad line of networking products builds systems that meet today's demand for efficient, effective connectivity - in small networks, across the enterprise, and over remote links. ATI has a strong European global operation with over 10,000 partners.

Customer Objectives



- Drive growth in channel business
- Increase number of partners
- Increase revenue per partner
- Improve quality of partners
- Introduce a best practice partner communication strategy through regular, clear and informative updates on company strategy, products, pricing, promotions and events
- Be seen as a vendor who “makes their partners successful”
- Automate sales pipeline and forecasting for non-run-rate business into manufacturing to reduce overstocking and excess inventory
- Launch a full-function partner portal

RelayWare Solution



RelayWare provided a dedicated Partner Portal.
We were selected because:

- RelayWare offered superior partner portal functionality versus competitive offerings
- RelayWare could be implemented rapidly
- RelayWare had proven experience of deploying Pan-EMEA, multilingual partner applications

RelayWare Solution



- We replaced Allied Telesyn's existing CRM system with RelayWare
- Implementing 4 key RelayWare components:
 - **Partner Account Manager**
 - **Sales Opportunity Manager**
 - **Portal and Content Manager**
 - **Communications Manager**
 - **eCommerce Manager**
- All of which are underpinned by the RelayWare Core Tools managing:
 - **Workflow**
 - **Partner portal and Content Manager**
 - **Extranet/intranet**
 - **Security etc.**

Partner Account Manager



- Providing ATI with the functionality to:
 - Partner profiling
 - Manage all relevant information about partners, customers and employees
 - Engage in contact management
 - Engage in task and action management

Portal and Content Manager



- Providing ATI with the functionality to:
 - Build, deploy and manage partner portals:
 - In three regions
 - In 34 countries
 - In 26 languages
 - Engage in centralized content management with local variation
 - Recruit and onboard partners
 - Incorporate other RelayWare PRM functionality

Communications Manager



- Providing ATI with the functionality to:
 - Executing all inbound and outbound web, phone and paper-based communication, including email blasts
 - Manage partner data (including contact management)
 - Undertake Create target marketing based on profile data

Sales Opportunity Manager



- Providing ATI with a rich set of functions to support sales and lead tracking:
 - Lead and opportunity management
 - Deal registration
 - Special bid management and approvals
 - Multi-currency support
 - Enhanced forecasting

eCommerce Manager



- Giving ATI the functionality to:
 - Run a trade up programs
 - Manage product data catalogues
 - Run vertical discount programs (e.g. education discount ordering)
 - Run seeding or product evaluation programs
 - Configure online tools to guide customers to the best product fit
 - Manage multiple promotions with different business rules

Customer Benefits



- Recruited over 1,500 qualified partners into the program within the first year
- Established regular email contact with end users and partners
- Built a tracked lead and deal pipeline valued at over \$1Bn at any time
- Increased lead and deal closure rates by over 70%
- Reduced manufacturing overbuild by on average 20% worth over \$400k per quarter

Customer Endorsement



“Relay underpins not only our partner program but many of our back-office functions from pipeline management, business planning and forecasting to marcomms and sales account management . The system has had a dramatic impact on our business”

James White, Head of Channel Marketing, Allied Telesyn EMEA