PRM Infrastructure Roadmap

The Challenge

One of the world's largest data storage manufacturers has seen its channel play an increasingly important role in reaching end customers and required a PRM environment capable of supporting their expanding channel strategy. A best-in-class PRM infrastructure would enable fact-driven partner management, streamline partner interactions and help support a channel ecosystem that features tools provided by a combination of internal and third-party providers. The Client wanted to leverage its existing CRM investment to avoid building a standalone PRM system from scratch.

The Client's existing channel infrastructure had grown in piecemeal

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fashion, and as a result, was plagued by many problems, including: complex integrations, management by multiple IT teams, poor data quality, incomplete and stale profiles, a portal that had limited ability to deliver segmented content and multiple logins and registration processes. The SFDC environment had evolved from a small, department-scale tool to an enterprise-class system supporting hundreds of internal users and

A GAP analysis was performed to identify the steps needed to transform their current PRM into their desired

thousands of global partners. The Client was at the tipping point and needed a clear, effective PRM technology strategy that supported their comprehensive channel marketing vision.

The Solution

Vistex approached designing the Client's global PRM infrastructure as if building a house; they developed a clear blueprint that defined the appropriate to complete the project. Vistex began by assessing the Client's current state PRM environment and defining a viable Future State PRM environment capable of supporting the Client's channel requirements. A GAP analysis was then performed to identify the steps needed to transform their current environment

into their desired Future State environment. The analysis uncovered 29 discreet infrastructure projects required to bridge the gap. Finally, the project initiatives were organized into a 2-year technology roadmap that included an IT resource model and budget required to implement the roadmap.

The Results

Vistex's innovative PRM strategies and expert guidance helped define the Client's PRM efforts by designing an industry-leading PRM environment and providing a detailed roadmap that outlined the steps they had to take to reach their Future State. The plan drastically simplified the Future State PRM environment, reducing the number of system integration points by 50%, decreasing costs and improving data quality, while enabling several new capabilities.

The Client adopted the recommended IT organizational structure which helped them unify IT ownership across the PRM environment and adopted the roadmap as the cornerstone of their 2-year PRM infrastructure plan.

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