

(Our company) benefits from using a PRM (Partner Relations Management) software to ensure that everyone collaborates in one place to help grow our business on a global scale, financially and socially. With Allbound, we can reduce external back and forth communication with our APAC teams in China and Japan. With our current package, we are able to use Allbound as a content repository, a messaging platform, and a Deal Registration/Pipeline center.

As a content repository, we at (our company) can easily onboard new partner users into the portal and educate them about our product(s) by uploading collateral. Collateral can include brochures, whitepapers, etc. based on themes such as marketing and/or sales. The possibilities are endless. Within Allbound, collateral can be viewed as individual pieces of content and/or a group of pieces of content via Learning Tracks. With Learning Tracks, we have the option to attach a quiz to ensure partner user knowledge retention.

Furthermore, we can use Allbound's Grouping feature to customize each partner company's Dashboard for a more personalized user experience within the software. For example, Partner A can only see 3 pieces of content while Partner B can only see 5 pieces of content.

As a messaging platform, we at (our company) can trigger emails to send to partner users when they complete actions within the portal. For example, we can email users when they register for the portal, submit a Deal, view a piece of content, etc. These email trails can easily and seamlessly onboard new partner users or entice our partner users to complete Deal Registrations or push our partner users to view pieces of content.

As a Deal Registration/Pipeline center, we at (our company) have successfully integrated our Salesforce application with Allbound so they "speak" to each other. All deals and lead information are accessible within Allbound and partner users can easily progress their deals.

In the near future, we plan to activate Allbound's MDF and Gamification features. These features will further incentivize partner users to interact daily with our portal. Not to mention, they will promote healthy competition amongst the partner users.