

Customer Success Story

Nutanix enhances PRM with deal registration from Vartopia



vartopia



NUTANIX

At A Glance

Implementing the Vartopia Deal Registration solution has enabled Nutanix to easily scale their channel revenue.

Deal registration volume in FQ1'17 grew 43% year over year while transaction processing time was reduced by more than 40%.

Ease of use was cited as the key reason for rapid partner adoption, demonstrated by partner participation rates twice the industry average.

Quote

"We were able to fast-track implementation by tapping into Vartopia's expertise, not only with their own platform and tools, but also their deep working knowledge of deal registration best practices working with our Salesforce environment."

Colleen Farris, Director Global Channel and OEM Operations, Nutanix

Challenges

Nutanix delivers solutions to elevate IT in the world's most advanced enterprises with technology to power their most demanding workloads at any scale. Growing at a rapid pace, they needed a deal registration solution that could integrate into their new PRM and enable them to elevate business with resellers, distributors and OEM partners.

They researched platforms that would streamline their internal processes, improve pipeline visibility within Salesforce and support their OEM and global two-tier distribution model with partner-enabling reporting tools. Vartopia was their choice.

Requirements

To achieve these business objectives, the new system needed to satisfy the needs of key constituencies:

- Nutanix Internal Stakeholders
 - An object-based integration with Salesforce to enable end-to-end visibility for both partner and Nutanix generated demand
 - An ability to maintain source and attribution details from deal registrations as they move through the sales cycle therefore enabling Sales to more effectively manage Leads and Opportunities
 - A multi-tenant SaaS solution that was cost-effective, easy to deploy and manage, which enabled Nutanix to take advantage of Vartopia's platform already used by many leading resellers
 - Business processes and tools that reflected the commitment to "ease of use", which provided partners with a best-in-industry ability to manage their registrations
- Nutanix Distributors, OEM and Reseller Partners
 - Improved visibility for all registration requests and status via single dashboard
 - Ability to better manage the registration process for OEM and reseller organizations aligned to the way they manage their business
 - A system for distribution to enter and track registrations on behalf of their reseller partners

Vartopia Deal Registration Solution

The Vartopia Deal Registration solution incorporates all the essential partner opportunity management components for Nutanix's multi-tiered, global channel program and provides the following features and benefits:

The Vartopia solution is comprised of three key components:

- The Vartopia Salesforce Application that enables Nutanix Sales and Channel teams to access, act-upon and analyze all the registration activity within their Salesforce environment
- A Nutanix-branded deal registration portal that enables OEM and reseller partners to submit, manage and measure Nutanix registered deals in a manner consistent with the partner's operational preferences
- Distributor access via the deal registration portal to enable deal registration on-behalf of their partners and provide visibility to status for all their partners' deals

In addition to its SaaS platform and Salesforce application, Vartopia provided comprehensive design and development services throughout the transition. Vartopia helped to facilitate rapid deployment of the improved deal registration capabilities and guidance regarding best practices gleaned from its many implementations. It took less than 6 weeks to design, configure and launch the solution, globally to over 4,000 partners!

Results

Since launching Vartopia in June of 2016 Nutanix has seen the following results:

- Significant improvement in partner adoption in comparison to the old PRM module
- Nutanix stakeholders can now easily process registrations in Salesforce, and if approved, either link them to an existing opportunity or create a new opportunity with the click of a button
- Marketing can track Lead attribution even if the Opportunity is generated from partner actions
- Deal registration activity increased 43% in the first full quarter (FQ1'17) using Vartopia
- Deal approval time improved by more than 40%

“By introducing Vartopia, we were able to immediately improve the ability of our OEMs and Distributors to leverage deal information to build stronger reseller pipelines for Nutanix.” – Colleen Farris

Road Map

In March of 2019 Nutanix will launch the new Vartopia EZ Update feature, enabling Partner Sales Reps to provide updates on their approved opportunities, and request extensions if necessary, from any device, no system login required!

Why Vartopia?

Proven Channel Expertise

100+ Years of combined channel experience and certified Salesforce ISV.

Vartopia Network

Always- on digital ecosystem of 50+ technology vendors & 12,000+ channel partners to accelerate out- of- the-box growth.

Continuous Innovation

Vartopia continuously innovates with new features to improve our customers’ deal registration program adoption and channel success.

Industry Recognition

Independent industry analysts have assessed and recognized our deal registration & channel enablement solutions.

Comprehensive Support

Our team ensures that customers get the best experience all the way from design to launch to maintenance phase.

Voice of our customers*



“Our partners love it”



Amy Hagedorn



"Built to scale"



Luis Valenzuela



"I can't say enough good things"



Danielle Moore



"I highly recommend Vartopia"



Leslie Torrey



"Vartopia is not standing still"



Jeff Narduzzi

*Salesforce AppExchange reviews.

About Nutanix

Nutanix makes infrastructure invisible, elevating IT to focus on the applications and services that power their business. The Nutanix enterprise cloud platform leverages web-scale engineering and consumer-grade design to natively converge compute, virtualization and storage into a resilient, software-defined solution with rich machine intelligence.

The result is predictable performance, cloud-like infrastructure consumption, robust security, and seamless application mobility for a broad range of enterprise applications. Learn more at www.nutanix.com or follow us on Twitter [@Nutanix](https://twitter.com/Nutanix).