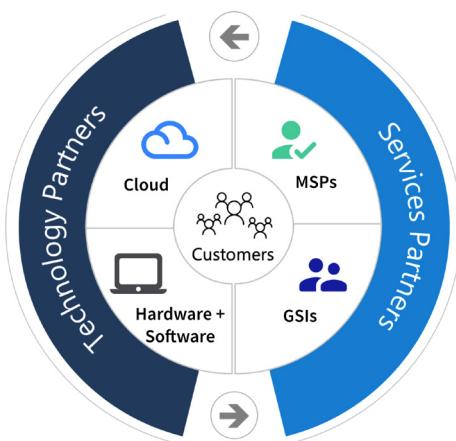


Co-Sell Management Platform

Turbocharge partner-sourced revenue at higher win rates and lower costs

"CRMs are a sales tool, WorkSpan is the tool that allows our partner managers to drive their joint opportunities forward."

—Mike Bruchey, Global VP Partner Solutions,
Global Business, Development & Ecosystem, SAP



In today's environment, co-selling with partners is critical to growing your revenue.

Co-selling is when you and your partners collaborate on joint opportunities to meet your shared customers' needs and drive joint business. Co-selling is very common with technology partners, such as hardware, software, and cloud partners, and services partners, such as system integrators, advisory firms, managed service providers, and reseller partners.

Above all, co-selling with partners is a massive opportunity. Partners provide access to new market segments, new use cases, new accounts, and new partner-sourced revenue. When done well, co-selling with partners increases joint pipeline, increases joint deal sizes, and accelerates deal closures.

Scaling Co-Sell is Hard

Unfortunately, co-selling is complex, and managing co-selling complexity at scale is extremely difficult, making much of the co-sell market opportunity out of reach. It's hard enough to manage co-selling with a handful of partners. It quickly becomes impossible to scale co-selling to your top 100 partners, with each partner managing hundreds or even thousands of active co-sell deals.

The biggest impediment to scaling a co-sell program is the lack of useful tools to facilitate co-sell collaboration and selling motions. Partner managers must rely on spreadsheets, slide decks, and emails to share leads and exchange updates on opportunities with partners. The manual processes and

disjointed tools result in high operational costs, inconsistent cadences, disrupted sales momentum, and a perception of failure.

COVID-19 is amplifying these issues. With the need to drive incremental revenue in tough times only accelerating, partner leaders must drive efficient, scalable co-sell collaboration right now.

The New Co-Sell Management Standard

WorkSpan is the #1 co-sell management platform. WorkSpan connects you and your partners on a single cloud platform to execute your co-selling motions together. With WorkSpan, you and your partners have a shared system to plan, build, and execute joint sales plans and drive joint opportunities from pre-pipeline to closed-won.

Streamline Co-Sell Collaboration

It's simple to create and share collaborative regional or area sales plans and KPIs with your partners on WorkSpan, and real-time metrics make management a snap.

You can exchange pre-pipeline opportunities, such as leads, targets, candidate opportunities, etc., with each other. You can also integrate WorkSpan with your CRM to securely share sales opportunities with your trusted, named partners in a shared, collaborative environment. And, your partners can do the same.

50%

increase joint pipeline

24%

increase average deal size

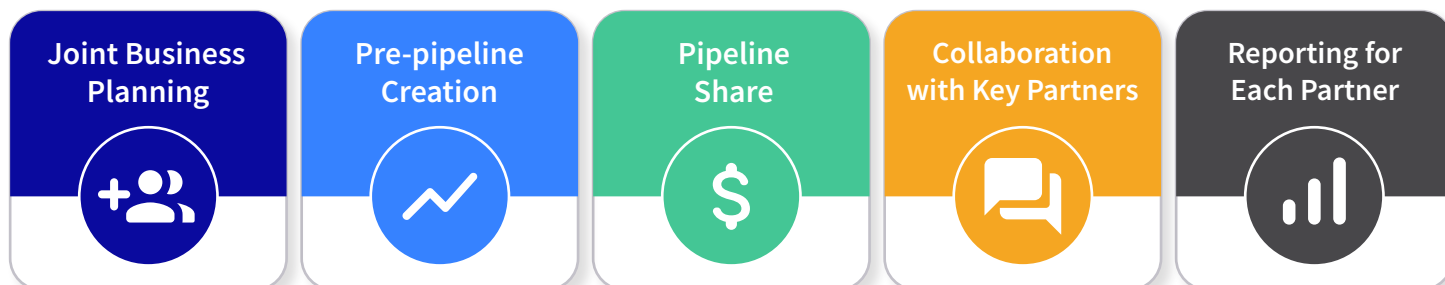
From 30% to 60%

increase average win rates

30%

increase deal velocity





WorkSpan gives you real-time information on your joint pipeline, helps you to make decisions, and clearly demonstrate the impact of your co-selling partnerships. You can now drive your joint pipeline by recording progress, tracking updates, conducting efficient weekly pipeline reviews, and more.

With WorkSpan, you and your partners are now perfectly aligned on each joint opportunity and closing deals faster.

Manage Your Co-Sell Partners and Data

WorkSpan easily integrates with your and your partners' CRM and Marketing Automation systems. All your critical co-sell data is united and synchronized with your partners' co-sell data, connecting shared leads and opportunities together in a single location.

With many options for importing, exporting, and integrating data on WorkSpan, you and your partners have a flexible, powerful shared system of record from which to run your co-sell business together as one.

Additionally, you now have real-time charts tracking your KPIs with your data, and your partner's KPIs with your partners' data. You're able to measure and manage across your co-sell ecosystem easily -- by industry, by region, and by SKU. You now have the power to manage a true win-win relationship.

Achieve Operational Scale

WorkSpan empowers you to define a co-sell business process and provides you with a management system to ensure consistency across all partners in all regions.

Achieve co-selling scale with consistent engagement and management of all your co-sell motions. With a well-defined uniform process, collaboration becomes standardized, easy to follow for your partners, and results in increased engagement, predictable success, and quick turn-around times.

For example, with WorkSpan, SAP can now quantify the value of its partnerships with global systems integrators and apply data-driven insights to its strategic joint sales opportunities. SAP now accurately attributes the impact of its partners' activities, quantifies and manages pre-pipeline, and creates more new joint sales opportunities. With WorkSpan, SAP grew partner revenue by 154% and reduced its sales cycles by 9 days.

Increase your revenue and accelerate your business with Co-Sell collaboration on WorkSpan.

"WorkSpan's powerful ecosystem cloud platform enables our partners to collaborate across the Microsoft ecosystem more effectively to accelerate solution delivery and increase value for customers."

**-Gavriella Schuster, Corporate VP,
One Commercial Partner, Microsoft**

WorkSpan Digitizes Co-Sell Programs for the World's Leading Technology Companies



ABOUT WORKSPAN

WorkSpan is the #1 ecosystem business management platform. We give CROs a digital platform to turbocharge indirect revenue with their partner teams at higher win rates and lower costs. We connect your partners on a live network with cross-company business applications to build, market, and sell together. We power the top 10 business ecosystems in the technology and communications industry today, managing over \$50 billion in joint pipeline.