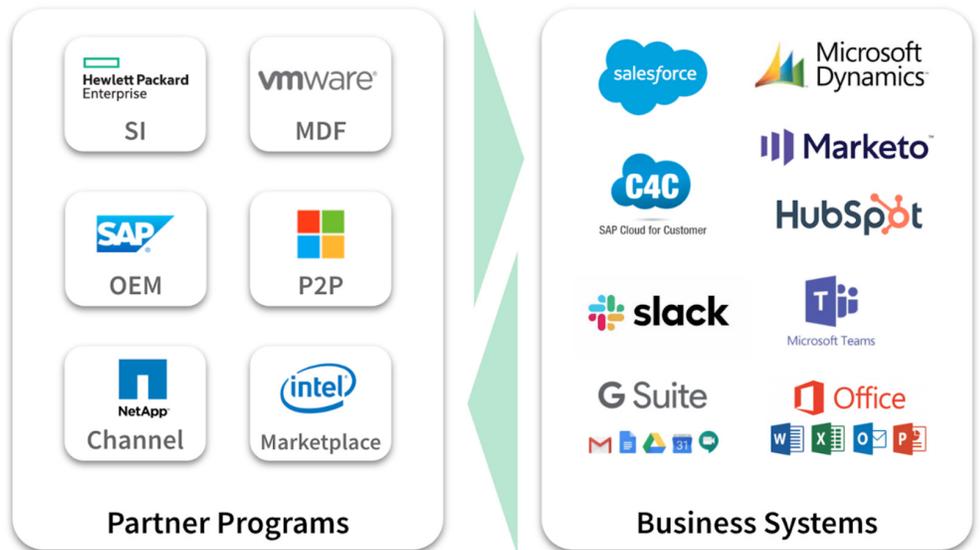


Integrations for Connected Ecosystems

Streamline Cross-Company Collaboration and Close Deals Faster with WorkSpan Integrations

"Integrating WorkSpan with the SAP CRM system is absolutely critical because it provides real time information to manage our business. 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 and Ecosystem, SAP



Partnering professionals everywhere and at all levels face many of the same challenges when coordinating across company boundaries to sell, build, and market solutions.

Data is siloed and each organization has their own independent processes. Teams pass stale data across multiple partner ecosystems, which is manually entered into an array of different tools such as PRM portals, CRMs, marketing automation systems, custom solutions, and more.

With no shared system of record for data, and no shared workflows to review and collaborate, it's nearly impossible to stay on top of partnering activities. No wonder the experience of partners can often be poor and result in decreased trust and participation. And, of course, all of the manual data handling increases the risk of accidental data exposure and compliance violations.

Fortunately, it doesn't have to be this way. Introducing integrations from WorkSpan --a fundamentally new and modern

approach to connect data across organizations, facilitate cross-company collaboration, and execute programs and initiatives with partners.

Securely Integrate WorkSpan with Multiple CRM Systems

With WorkSpan, you can connect multiple CRM systems, within and across organizations, to keep your partners aligned and your joint sales opportunities current and secure.

Together, you and your partners work from a single, shared partner opportunity with data synced from each partners' CRM system. Airtight customizable access policies and privacy controls ensure you and your partners only share the data you intend and specifically designate.

You'll have a complete view of joint sales opportunities and pre-pipeline with

85%

manual effort reduced

One

integration supports multiple programs

4x

more opportunities managed without any headcount increase

Solution Brief

"WorkSpan allows us to bring two CRM systems together—ours from the Microsoft side, and our partner SAP—in one shared system of record so we can effectively collaborate on joint opportunities at scale."

—Margaret Synan, Director Business Strategy,
WW SAP on Azure Lead, Microsoft

Your Ecosystem is CONNECTED

SCALABLE

Scale to any number of partners and programs

FAST

Updates are live and always available

AUTOMATED

No manual error-prone processes

SECURE

Set central policy-based access controls

EFFICIENT

Give your Partner Managers 4-8 hours per week back on their calendar

automatic updates from your and your partner's CRM systems into WorkSpan. Collaboration is simple and transparent with configurable shared views, KPIs, and workflows. And, everyone's CRM systems are always current with sales opportunity updates made in WorkSpan with bi-directional data flows. WorkSpan is able to accommodate any data model used by you and your partners. And once connected, any system can share data with any partner and multiple partner programs.

Connect WorkSpan with Your Favorite Collaboration Apps

WorkSpan also allows partnering teams to stay on top of their business everyday by connecting with the collaboration tools they already use.

By integrating applications such as Microsoft Teams, Office, Slack, and Gmail, you can get work done anywhere and anytime with instant updates on tasks, messages, opportunities, and more. Empower every team, company, and individual across your ecosystem to work their way.

Many Ways to Make Integrations Simple

WorkSpan has the perfect fit for harmonizing your and your partner's

business data and applications. With WorkSpan APIs, you can automatically sync data on joint sales opportunities, leads, and accounts from across your and your partner's CRM, MDM, and other business systems.

Quickly and easily connect your business applications with WorkSpan using pre-built connectors and recipes available on Microsoft Power Automate and Software AG webMethods.io. The no-code, easy-to-use setup instantly connects your company's CRM and collaboration applications, such as Salesforce, SAP C4C, and Microsoft Teams.

Files can also be directly imported with the WorkSpan file uploader. Upload data in .csv, .xlsx and .json from your local drives or from a variety of online data stores such as Google Drive, OneDrive, Dropbox and Box.

And, if you're a Microsoft Dynamics 365 customer, you can accelerate your joint sales opportunities with simple, one-click access to your partner's opportunity information, activities, and interactions from WorkSpan.

Join the growing ranks of leading technology companies including SAP, Microsoft, HPE, NetApp, Micro Focus, and many more.

Streamline collaboration across company boundaries and close deals faster with complete, timely, and secure data on WorkSpan Ecosystem Cloud.



Hewlett Packard
Enterprise



NetApp®



Microsoft

 Contact Us

ABOUT WORKSPAN

WorkSpan is the Category Leader for Ecosystem Cloud. With Ecosystem Cloud, our customers are capturing a disproportionate share of the Ecosystem Economy — and you can too.

Join the WorkSpan network where alliance, channel, and ecosystem leaders connect, co-create, co-market, co-sell, measure, and scale with their ecosystem partners in a single, secure, network to grow business together.