

## CASE STUDY

### About Radware

Radware® (NASDAQ: RDWR), is a global leader of cybersecurity and application delivery solutions for physical, cloud, and software-defined data centers. Its award-winning solutions portfolio secures the digital experience by providing infrastructure, application, and corporate IT protection and availability services to more than 12,500 enterprise and carrier customers.

### The Objective

Maximize the value of collaborative sales opportunities in the Radware-Microsoft alliance.

### The Approach

WorkSpan guided Radware to a proactive approach to boost the success of joint opportunities with Microsoft.

### Technologies Used

WorkSpan Joint Sales App



## Joint Sales Case Study

Presented by WorkSpan

### Platform for Success: How Radware Unleashed the Value of its Microsoft Partnership with Ecosystem Cloud

Ricky Mehta, GTM program manager for Radware, asked one question about his cybersecurity firm's growing partnership with Microsoft.

“How the heck do I make sense of everything?”

Ricky had three tough challenges:

- Different systems between Radware and Microsoft.
- Tough to navigate a large organization like Microsoft to build joint solutions.
- No clear view on the status and progress of joint opportunities.

Here, we'll tell the story of how WorkSpan Ecosystem Cloud helped Radware overcome these and other obstacles and lay a strong foundation for future success.

### Cybersecurity as an ecosystem

“When you look at security as an ecosystem,” Mehta said, “**it's really a unified front** with respect to taking joint solutions to market, and it's an enablement exercise...[for] a vendor to take to market not only a security suite and protection platform for themselves but also for the end customer in play.”



It's critical for Radware to work cohesively with its strategic alliance partners to quickly bring innovative and seamless security solutions to market to compete and thrive. Imagine the power of an integrated security suite with Radware at its core. Wouldn't that be amazing? But the million-dollar question is, “Which system can enable Radware to work in an effective and frictionless manner with its partners?” How will they operationalize their partnerships and joint initiatives? WorkSpan Ecosystem Cloud is expressly created to drive cross-company partnering across build-with, market-with, and sell-with motions.

“Being able to manage these motions not only from a unilateral perspective, but also **opening up the lenses** from both the customer purview, the vendor purview, and, ultimately, meeting the customer requirements, is how we validate that ecosystem,” Mehta said.



## Need for a strong model

Without a partner ecosystem, companies can be stuck using disparate systems and inefficient processes to “manage” alliance partnerships: basic spreadsheets, endless email chains, conference calls and virtual meetings full of technical snafus.

Radware, fortunately, understood ecosystems and their potential to unleash partner value. The company was ready to reap the benefits.

## Radware’s early ecosystem challenges

Describing his experience as manager of Radware’s ecosystem connections, Mehta said,

**“I always talk about how my desk at work is very cluttered, and that was very much like my work life—things tended to be cluttered. There are pieces of information, data sets in different places, so ... what can help me consolidate that?”**

The early days of the Radware-Microsoft partnership faced some obstacles. There were many mutually beneficial opportunities for the cybersecurity firm and the tech giant, but their processes were a far cry from being streamlined. Challenges experienced in the Radware-Microsoft alliance before WorkSpan included:



Difficulties when trying to scale with key partners



Challenging to track progress on joint opportunities between Radware and Microsoft



Difficult to navigate the large Microsoft organization when attempting to craft joint solutions



Siloed, disparate systems of record

## Power of pure partnership

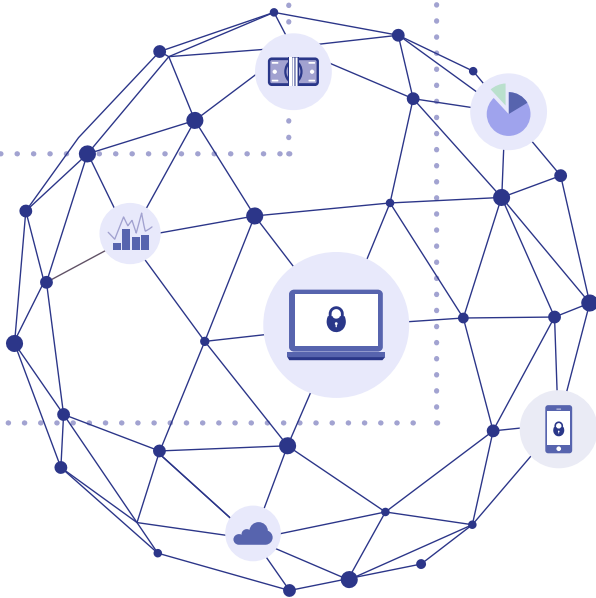
WorkSpan helps optimize the Radware-Microsoft alliance with a single-pane system that created joint visibility. It became simple to jump between any of the two organizations’ collaborative sales opportunities.

There was no friction and little time investment on Radware’s part: It took less than two hours to explain existing systems and the opportunities being tracked—about 40 at first—and then WorkSpan took over. Through mapping processes and our ace knowledge of

ecosystem best practices, our team expanded Radware’s potential so it could handle 66 of its joint opportunities with Microsoft on the same platform.

**“WorkSpan allows us to really assess what we’re trying to do from a partner-engagement and partner-management perspective,”** Mehta noted. **“It gives us the ability to identify what those tasks are, who’s got what task, when is each task going to close, which effectively for us has resulted in a shortened time span to close an opportunity.”**

A core Radware user and another from Microsoft spearheaded oversight, but anyone at either company had total visibility of all collaborations using WorkSpan Ecosystem Cloud. A full-fledged dashboard reporting interface kept operations separate but still streamlined. Ultimately the shift was as much philosophical as tech- and process-based: *WorkSpan helped Radware develop a proactive approach to its Microsoft alliance to avoid reactively scrambling to manage joint opportunities.*



## Expanding on Radware's success

To unleash the full potential of its partners, in the near future, Radware will leverage WorkSpan as its system of record for its entire ecosystem.

Radware will also take full advantage of WorkSpan's sophisticated capabilities including predictive algorithms to improve planning and help **joint initiatives realize greater ROI than ever before.**

Ecosystem Cloud is rapidly becoming the industry-standard platform to effectively manage your ecosystem partners, regardless of how many partners your company engages with.

If your business is searching for a solution to help accelerate time-to-market, expand into new verticals, increase revenue, build trust, and develop holistic solutions,

**take a closer look at WorkSpan.**



**WorkSpan**  
Ecosystem Cloud

### 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.