

# Salesforce PRM: On-Demand Partner Relationship Management



## Integrated, On-Demand PRM Solution

- ∴ Gain end-to-end pipeline visibility with integrated view of direct and indirect channels
- ∴ Manage your complete channel with real-time, customizable reports and dashboards
- ∴ Create a tailored partner portal for each partner or partner profile
- ∴ Increase channel effectiveness: Provide all the documents, pricing, and materials partners need to be successful—in one place
- ∴ Give partners an easy way to register and track every lead and deal on which they are working
- ∴ Get the most value from every channel relationship: Manage the partner lifecycle from recruitment to measurement
- ∴ Increase partner adoption with easy-to-use portal and intuitive interface
- ∴ Salesforce PRM is available as a license option for Enterprise and Unlimited Edition customers: Purchase only the partner licenses you need—and add as your partner program grows

## On-Demand, Integrated & Completely Customizable: Salesforce PRM Solution

If channel sales are critical to your company's bottom line, forecasting partner revenues and maximizing the effectiveness of your indirect sales channels are critical as well. Yet few companies successfully integrate their partner community into their businesses or have total visibility into their channel. And channel sales are often managed in separate systems from direct sales and CRM systems. So how do you forecast revenues, recruit and retain the right partners, and ensure those partners' success? Salesforce.com announces another industry first with Salesforce PRM, a single on-demand partner relationship management (PRM) solution for managing all your sales channels, fully integrated with Salesforce SFA.

## One Application. One Pipeline. One Salesforce.

Because Salesforce PRM is based on an application with which you are already familiar—Salesforce SFA—it means one integrated application for planning and forecasting, with the ease of use you've always enjoyed from salesforce.com. With Salesforce PRM and Salesforce SFA, you get complete visibility across all your channels to manage one set of leads, opportunities, activities, and reports. And you get all the advantages of salesforce.com's on-demand platform, including the trusted performance and reliability of our world-class infrastructure. With on-demand, salesforce.com manages the IT infrastructure and lets you focus on your business, not the technology. You get your PRM application up and running in weeks, not months, so you can start generating channel sales quickly.



## Complete Channel Visibility

Salesforce PRM provides customizable reports and dashboards in real time, so managers and executives can easily access the information they need about all their channel sales with a click of a mouse—and because it's fully integrated with your other Salesforce data, it's information they can act on, rather than a disconnected, siloed segment. View the complete channel, including:

- ∴ Channel deals
- ∴ Channel pipeline
- ∴ Direct and indirect sales
- ∴ Sales activities
- ∴ Channel marketing activities
- ∴ Win and close rates
- ∴ Virtually any other channel metric

## Point-and-Click Customization

Like all Salesforce applications, you can customize every aspect of Salesforce PRM, including the branding and presentation to each tier of partners. Using clicks, not code, business users can customize areas key to successful partner relationship management.

- ∴ Drive partner adoption: Make your information relevant to individual partner profiles with customized portal branding, partner messages, news, and help
- ∴ Increase channel effectiveness: Create layouts tailored to your business needs and partner programs by customizing portal layout, lead forms, data fields, and tabs
- ∴ Foolproof your channel programs: Build portals that enforce business rules—customize your lead forms, workflow, and lead queues
- ∴ Increase partner loyalty: Easily tailor portals to individual partner needs and demands

“Our partners are now part of our salesforce.”

— CIO  
Phoenix Technologies





Choose Just the PRM Applications You Need from the AppExchange

- :: Funds Management
- :: Channel Budget Management
- :: Partner Visibility
- :: Special Pricing Management
- :: Rebate Management
- :: Channel Planning
- :: Communications Management
- :: Training Registration
- :: Partner Certification Management

More applications available at [www.appexchange.com](http://www.appexchange.com)

“We have a wide network of partners, and these capabilities really help us manage the program and strengthen our relationship with them.”

— VP, WebTrends

Point-and-click customization means you can make changes as fast as your business demands, without the burden of lengthy programming projects. With the industry’s first and only point-and-click customization tool for PRM, you have the power to tailor your partner portal to meet the needs of your company and your partner community.

### High Partner Adoption

At salesforce.com, we know that visibility depends on your channel partners using Salesforce PRM to track and register every lead and deal on which they are working. Salesforce PRM provides the most relevant, up-to-date information to your partners with salesforce.com’s award-winning ease of use, resulting in high partner-adoption rates. Streamline your channel management and enhance your partner programs by providing tools that help your partners be more effective, including:

- :: Easy-to-use portal
- :: Intuitive interface
- :: Relevant and timely leads and opportunities
- :: Comprehensive program information

### Leading Partner Lifecycle Management

Make the most of every channel partner, prospect, and interaction. Salesforce PRM’s comprehensive functionality lets you manage every aspect of the partner lifecycle, from recruitment to measurement.



### AppExchange Platform Benefits

As with every salesforce.com application, Salesforce PRM customers get all the benefits of the AppExchange, salesforce.com’s on-demand platform for building, customizing, and sharing applications—including enterprise integration, customization, point-and-click application development, and a selection of partner applications.

### Pricing & Availability

Salesforce PRM is available for a fee for Enterprise Edition and Unlimited Edition customers. Contact your salesforce.com Account Executive today or visit [www.salesforce.com](http://www.salesforce.com) to learn more.

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