



INFORMATION MANAGEMENT CENTRAL PARTNER REPOSITORY

Your journey towards Customer Partner Experience (CPX)...

EMPOWER YOUR ECOSYSTEM

It's time to disrupt, scale, and win.

VIVA GTM
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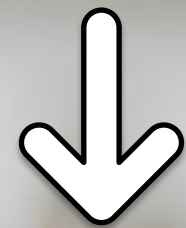


CENTRAL PARTNER REPOSITORY

The Central Partner Repository consists of a set of data & documents (located across various systems: CRM, PRM and shared docs) that your *Go-To-Market (GTM) Team can easily access in order to discover the state of the art of your current company's Partners & Alliances practice.

It is solely intended to empower your extended GTM team, equip them with actionable collaboration frameworks and make them more autonomous to deliver the best Customer Partner Experience every day (CPX).

It is paramount that all those docs are presented during the onboarding of your GTM team* members, and remain updated on a frequent basis.



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*Go-to-market (GTM) team = Sales Account Executives/Regional Sales Directors + Inside Sales + Customer Success Managers + Business Developers/Sales Development Managers + Pre-Sales Managers + Partnership & Alliance Team! :)

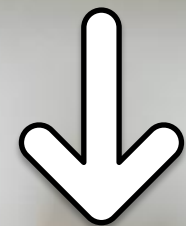


CENTRAL PARTNER REPOSITORY

INTERNALLY (DEDICATED TO YOUR GTM TEAM)

- All partner contacts properly populated under their partner account name in your CRM and the PRM
- Overall Partner Plan for each region
- Business Plans of all the priority partners for the new FY (view only)
- Strategic partner plays: 1/2 pager explaining the most strategic Partners & Alliances plays
- Partner ecosystem mapping: color-coded spreadsheet detailing all the target customer accounts, the partners influencing them, the one activated by the GTM team and the one that need to be activated to support us
- Partner success stories (vendor + partner + end clients)
- Partner skills matrix: color-coded spreadsheet detailing all the capabilities for each partner (vertical focus, use cases, pre-sales/post-sales services, etc)
- Partner vertical mapping: cartography of partners serving each of your focus verticals (partner size and clients in common)
- Partners per territory: Cartography of all your focus partners by scalability and engagement
- Partner certifications report
- Partner FAQ
- Partner brief for each priority partner
- Partner Program
- Partner Program compliance report

• All this data will be mostly spread across shared docs, enterprise search solutions, the CRM and the PRM



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CENTRAL PARTNER REPOSITORY

EXTERNALLY (DEDICATED TO SIGNED PARTNERS)

- Partner Onboarding guide: all the steps for effective onboarding and recommended timing
 - Joint value proposition (« 1+1 = 3 »)
 - All marketing and sales material relevant for partners
 - Agreed Business plan
 - Partner program
 - Partner Academy
 - Partner certifications
 - Partner Marketing and MDF requests
 - Vendor points of contact
 - Target accounts and vertical focus
- *Most of this data will be available through the PRM software and/or the Partner Portal*



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