



Managing Partnerships for a Cloud Technology World Leader

Business Overview

EMC is a global leader in enabling businesses and service providers to transform their operations and deliver information technology as a service (ITaaS). Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing; helping IT departments store, manage, protect, and analyze their most valuable asset - information - in an agile, trusted and cost-efficient way.

Challenges

EMC evaluates, recruits, and manages partnerships with other companies around the world. Before Agiloft, EMC handled their processes manually. The system was built on spreadsheets and email communications, resulting in a high workload for the partnership team and inevitable, human error.

“The biggest single benefit from implementing Agiloft can be described in one word: efficiency.”

**- Kelynn Wang,
Program/Project Manager**

Partner applications took at least three business days to process and the status of a given application had to be manually pulled from the spreadsheet.

Without software to manage the system, EMC accrued substantial overhead. For example, it took the partnership team three days to prepare for an audit, and creating custom reports was time consuming.

The Manager of Channel Operations, Zhu Xiao Jun, recognized that it was essential to automate these manual processes and manage the information in a way that that was fully auditable. The ability to generate custom reports was also key. Management needed reliable insight into company operations in order to find additional opportunities to improve efficiency.



Industry

- Information Technology and Services

Challenges

- Manually-maintained data system was subject to human error
- Needed a central location to track partner application/approval status, and make all information available in a form suitable for audits
- Needed a robust search function to find data and the ability to generate custom reports quickly
- Needed a system that supports multiple locations/time-zones and provides centralized access

Agiloft Solution

- Streamlined system for managing partner applications, reviews and approvals

Benefits

- Efficiency - Time required to process an application has been cut from three business days to one.
- Auditability - Audit preparation used to take three days, now it takes two hours.
- Convenience - Reporting is fully integrated with Excel.
- Transparency - Partners can submit, update, and see the status of applications applications at any time.
- Management Oversight - Custom reports and dashboards provide immediate insight into operations.

The Search Process

Agiloft was recommended to EMC by a channel program manager who had used the product before with excellent results. In particular, he found the system to be user-friendly and deeply customizable without programming.

This impression was confirmed during the evaluation period, and Agiloft was therefore selected by Zhu Xiao Jun.

Agiloft Solution

Agiloft provided the software and infrastructure that EMC needed – a platform to automate the manual process and provide full audit compliance.

Now EMC manages all partner onboarding through a user-friendly system that allows partners to submit, update, and view the status of their applications online, at any time.

EMC benefits from the low overhead and their partners enjoy increased transparency and reduced turn-around times.

Notifications, such as confirmation of partner approval, are now triggered automatically and generated from email templates in Agiloft, eliminating delays and ensuring compliance with EMC standards.

Benefits

Because the overall workload of the EMC team has been reduced, the company can now devote more resources to developing strong, productive partner relationships that drive increased channel revenue.

A detailed “ideal partner” profile and resources to locate important areas within the partner’s business ecosystem are imperative to creating a successful partner program. Optimum partner profiling is now built into the application system itself and is self-documenting, so the time required to train new employees has greatly reduced.

The new environment is hosted in the cloud and even deep configuration changes do not require custom coding, and are made using only a browser. Administrators therefore spend less time on maintenance and more resources are available to enhance the system, respond to partner concerns, build brand awareness, and develop a growth strategy.

Where it used to take three stressful days to prepare for an audit, the partnership team can now extract the relevant data in just two hours – and be confident that it is precisely accurate and up to date.

“We will never fear an audit again because all the relevant information is now stored and instantly available in the system.”

– Kelynn Wang,
Program/Project Manager

Let Us Show You

What Agiloft has done for EMC, it can do for you. Let us show you. In a matter of hours, we can set up a custom proof of concept for your toughest business process and demonstrate that Agiloft really can meet your needs. Just give us a call at 1-888-727-2209.

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