

Differentiate your channel partners' experience and help them close more deals



“By ‘spoon feeding’ our resellers the right information at the right time based on their Opportunity, it now takes them less than 90 days to get ramped up and driving results for us. Before Upland RO Innovation, it was 6 months.”

Channel partners need proof of enthusiastic brand champions to help build credibility with today's buyers, through video testimonials, case studies, and even live customer references. That takes time to coordinate. Not to mention time spent managing multiple vendors and the mental gymnastics needed to keep frequently changing product offerings and prospect messaging straight.

Upland RO Innovation Partner Enablement™ is a best-in-class channel sales enablement solution that helps you effectively communicate with your partners, break through the clutter, and help them find customer advocates and sales assets at the right time:

- + Stay relevant and valuable to your channel partners
- + Provide an easy-to-use branded content portal for your channel sales partners
- + Give access to searchable, relevant customer stories and references in a self-service manner
- + Leverage the right messages at the right time to stand out from the pack
- + Get analytics and intelligence on asset utilization and partner engagement
- + Maintain greater control over your branded marketing messages

Did you know?

- + 70% of high-tech companies' revenue comes from indirect channel, this is expected to grow beyond 80%. [Source: Accenture]
- + Companies with channel sales programs see an average of 15% revenue growth, which is usually higher than overall industry growth. [Source: Duke Fuqua School of Business]
- + Indirect channel sales drive 40-60+% of revenue at most companies [Source: 2112 Group]

Key Features of Upland RO Innovation Partner Enablement™

Upland RO Innovation Partner Enablement™ is not a PRM where your channel partners get lost with MDF and Deal Registrations. It is designed to give them the exact tools they need to close more deals!

Siloed View of Content

Help your channel partners cut through the noise by offering content relevant only to them and what they are selling.

- + Your team maintains greater control over the content that your channel partners can access and utilize in their sales cycles, so you always know they're using the most recent versions and approved materials.
- + Makes it easier for channel partners to sell your solutions/services by only providing them with the info most relevant to them.
- + Gives channel partners a better experience with your company brand.

Partner-Specific Homepage

Homepage tailored to the channel partner's branding, tasks, content you want them to see and more to provide them a more consistent brand experience.

Partner-Specific Spotlights

Microsites tailored with your partner's branding, look and feel, and messaging to again provide a more consistent brand experience for your partners. When the microsite is viewed and the prospect engages with sent materials, the rep is sent real-time alerts for smarter follow up.

Partner-Specific Email Templates

Reusable template emails that are tailored to a partner's messaging and branding to provide them a better, more relevant user experience.

About Upland Software

Upland Software (NASDAQ: UPLD) is a leading provider of cloud-based Enterprise Work Management software. Our family of applications enables users to manage their projects, professional workforce, and IT investments; automate document-intensive business processes; and effectively engage with their customers, prospects, and community via the web and mobile technologies. With more than 2,500 customers and over 250,000 users around the world, Upland Software solutions help customers run their operations smoothly, adapt to change quickly, and achieve better results every day.

**For more information on RO Innovation,
visit uplandsoftware.com/roinnovation**