

A MINDMATRIX CASE STUDY



ABOUT THE CLIENT- LITERA

As a global leader in workflow, AI-powered due diligence review and analysis, collaboration, and data management solutions, Litera provides legal teams with streamlined technology for creating, analyzing, and managing their documents, deals, cases, and data. Litera's solutions help law firms and legal teams around the world to work more efficiently, accurately, and competitively, and to provide their clients with usable and actionable information.

CHALLENGES

As they worked to continue their successful market expansion as a leading provider of workflow, collaboration, and data management solutions for law firms and legal teams worldwide, Litera needed to increase the value of their partner model of growth in the global market. In particular, they saw a need to extend their partner portal offerings to include the ability for partners to see their managed customers' licenses and subscriptions. Above all, Litera envisioned an all-in-one, easy to use enablement platform that would be self-service and fully support the entire range of partner marketing needs. For example, there was no simple way for partners to register leads.

THE SOLUTION

Mindmatrix proposed a four-part solution-

- Out of the box options tailored to give easy access to Litera's partner program features like lead registration.
- Tools enabling visibility into Subscription and License info in each Satellite Office Organization.
- Using implementation consulting to build a Customized and configured portal built that met Litera's specific needs.
- Training to review the platform - both OOTB elements and Litera customized solutions.

Mindmatrix identified 5 specific KPIs that would allow Litera to evaluate partner utilization on an ongoing basis. These were-



User logins



Deal & opportunity registration



Onboarding completions



Subscription & license data



Asset management

Beyond providing the self-service enablement portal, Mindmatrix Bridge allowed Litera to make tactical improvements to specific areas of partner usage that were marketing critical. In the first quarter after the launch, Litera measured immediate portal adoption by a large percentage of partners, noting an average 10% increase month by month. Other one month increases were

The percentage increase in # of partners using these features:

- Opportunities - ^17%
- Deal Registration - ^31%
- Playbook Use - ^15%

In addition, Litera received positive feedback on new Lead Registration process from partners. Mindmatrix’s Bridge provided that solution for Finance Managers at HQ to have and their implementation consulting worked with Litera to begin exploring new ways to increase portal adoption by adding features and access that apply directly to the users’ roles in their organizations.



One example of this was the proposal to use the mandatory deal registration requirement to expose partners to other areas of the portal through pop-ups, announcements, and AssistMe Walkthroughs.

As a next-generation partner enablement platform, Mindmatrix Bridge(™) allowed Litera to aggressively improve its partner participation on the platform and increase their utilization of the variety of features identified as key KPIs. Using these KPIs, ongoing refined action plans can be developed to keep improving usage and, consequently, partner sales success.



mindmatrix

One Platform: Enabling Sales Ecosystems

Since its inception in 1998, Mindmatrix has been focused on helping companies sell more, faster.

A pioneer of sales (direct & indirect) and marketing enablement technology, today Mindmatrix is the only company offering a fully unified platform (Bridge™) that connects and enables sales (direct & indirect), marketing, alliances and partner ecosystems.

Through Bridge, Mindmatrix expands sales ecosystem enablement beyond its traditional boundaries to cover not just Sales Ecosystem Enablement, but also Partner Marketing and Multi-vendor Solutions Management.

Mindmatrix's PRM Software & Partner Marketing Software platforms are trusted by industry-leading companies.

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