

# A MINDMATRIX CASE STUDY

## ABOUT THE CLIENT - ACUMATICA

Acumatica is a leading innovator in Cloud ERP with customers located around the world. The only channel-driven company in the ERP industry, Acumatica, delivers adaptable cloud and mobile technology with a unique all-inclusive user licensing model, enabling a complete, real-time view of your business anytime, anywhere. Through its worldwide network of partners, Acumatica provides the full suite of integrated business management applications, designed to help mid-sized companies thrive in today's fast-moving markets.

## CHALLENGES

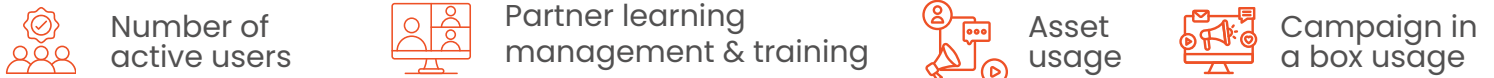
Acumatica is a fast growing firm that utilizes a worldwide network of partners to offer its cloud ERP solution. To handle aggressive growth, they realized they needed a robust, one stop partner marketing tool where all partners could easily access all of the marketing assets that would be needed to promote Acumatica's comprehensive ERP solution. They wanted their partners to become great at marketing their solutions. They also wanted to ensure that their partners aligned to all of Acumatica's brand standards and messaging consistently. They knew their partners could only be successful if they had everything necessary to market to prospects at every stage of the sales process.

## THE SOLUTION

### Acumatica leverages Mindmatrix

- To distribute all marketing and sales materials to its partners
- To allow a robust marketing automation solution to its partners that need it – as well as a robust set of marketing assets

**Mindmatrix identified specific KPIs for Acumatica that would measure effective partner utilization of the tools the company has provided to optimize partner marketing efforts. These were-**



Beyond providing the enablement portal, Mindmatrix Bridge allowed Acumatica to measure how successful they have been in improving partner utilization. This means Acumatica's leadership could identify precise areas where usage needed to be improved.

For example, in the first 2 quarters of 2023, usage showed improvement of the following partner engagement KPIs-

**Partners sending emails**

- Q1 increase of 13%
- Q2 increase of 9%

**Partner buy-in & participation rates**

99% adoption rate 5 months after deploying Mindmatrix

**360-Degree channel visibility**

Acumatica was able to report on and leverage best practices from across their partner ecosystem through Mindmatrix insights and reporting

Acumatica has continued to evolve its use of Mindmatrix through capabilities such as JMF, data rooms, automated onboarding journeys, notifications and partner segmentation

**Using Mindmatrix Bridge, the client was also able to identify areas of improvement where they could focus energies to improve specific KPIs. These included-**

Total partners logging in | Partners running drip campaigns

This data allowed management to be able to devise a tightly focused action plan for the next quarter of 2023 targeting two specific opportunities.

- Develop an Inactive user engagement campaign to be used for a re-engagement series to bring more users into the portal
- Setup monthly or quarterly meetings to review KPI updates and portal usage as well as honing partner engagement strategy



**Irina Barber**  
Senior Director of Integrated Marketing & Demand Generation

“Acumatica is a 100% channel-driven company, and it’s crucial for us to enable our partners to effectively market Acumatica and set them up for success. Mindmatrix has become a key element of our partner marketing enablement. The platform’s robust content distribution, marketing capabilities, ease of use, and flexibility allowed us to achieve a phenomenal 99% adoption rate within the first five months after launch. With Mindmatrix’s advanced reporting capabilities, our team has easy access to usage and performance metrics and know firsthand what a great impact the platform is having on our business. MindMatrix’s team has become an extension of my team, providing support, recommendation and help with execution when we need it. They have a strong community of customers, and are always willing to connect me with other customers to ask questions and exchange ideas”



**As a next-generation partner enablement platform, Bridge™, allows vendors to scale easily as their partner ecosystem grows, while improving partner relationships. By monitoring critical KPIs, 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.

## **Contact Us**

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