

A MINDMATRIX CASE STUDY



BACKGROUND

Avalara, Inc., a leading provider of cloud-based tax compliance automation, sought to enhance its partner program to scale its channel operations and support its rapid growth. Recognizing the need for transparency into partner activities and the importance of providing assets tailored to varying regulatory requirements, Avalara was on the look out for a partner relationship management (PRM) solution that could meet its evolving needs.

CHALLENGES

- Lack of visibility into partner activities
- Difficulty in providing partners with assets that comply with diverse regulatory requirements

THE SOLUTION

Avalara leverages Mindmatrix

After evaluating several PRM solutions, Avalara chose Mindmatrix's Bridge PRM (Partner Relationship Management) platform to power its updated partner program. Mindmatrix's Bridge PRM offered the flexibility, functionality, and scalability needed to support Avalara's expanding partner ecosystem.

IMPLEMENTATION

Mindmatrix worked closely with Avalara to implement the Bridge PRM platform and customize it to meet the specific requirements of the new Avalara Partner Program. Key components of the implementation included:

- **New Partner Tiers and Incentives:** Bridge PRM facilitated the rollout of new partner tiers and financial incentives, providing partners with a structured and rewarding engagement experience.
- **Centralized Partner Support:** The Bridge PRM platform enabled the creation of a new partner portal, making it easier for partners to access sales and marketing resources, receive technical support, and maximize revenue potential. The portal also provides great co-marketing and learning opportunities, supporting co-marketing, co-selling, and featuring a built-in Learning Management System (LMS) for partners.
- **Scalable Framework:** Bridge PRM provided Avalara with a scalable framework and structure to efficiently support thousands of partners and tailor the partner experience based on their level of engagement and requirements.
- **Transparency into Partner Activities:** Bridge PRM provided Avalara with real-time visibility into partner activities, allowing them to track partner performance and engagement.
- **Regulatory Compliance:** Bridge PRM allowed Avalara to provide partners with assets tailored to varying regulatory requirements, ensuring compliance across diverse markets.

RESULTS

By leveraging Mindmatrix's Bridge PRM platform, Avalara was able to:

- Successfully roll out the new Avalara Partner Program with new partner tiers, financial incentives, and partner engagement systems
- Centralize and improve how Avalara supports its partners, enhancing partner access to resources and support
- Scale its channel operations to efficiently accommodate its rapidly growing partner ecosystem
- Infuse transparency into its channel management process and activities and enjoy clear visibility across its channel ecosystem

The Avalara Partner Portal provides our partners with digital, self-service access to all of their activities with Avalara and to important tax compliance information — a critical component of delivering a positive partner experience. The Mindmatrix Bridge PRM platform enables Avalara to provide all the services our partners need access to in an easy-to-use digital environment.

Frank Hanzlik, VP and GM, Global Partner Development and Programs, Avalara



As a next-generation partner enablement platform, Mindmatrix Bridge™ allowed Avalara to significantly enhance partner engagement and improve utilization of key features. By addressing visibility and regulatory compliance challenges, Avalara could implement new partner tiers and a centralized support portal, leading to increased partner participation and streamlined channel operations. This resulted in ongoing improvements in partner sales success and overall program efficiency.



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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