

Matillion attained 100+ deal registrations monthly with partner portal.



360CaseStudy

THE SCOPE

Matillion is the leader in data productivity. Working between dual headquarters in Denver USA and Manchester UK, it helps organizations of all sizes and industries integrate and transform data.

In creating successful modern data stack solutions, having and enabling the right consulting and technology partners is paramount. To support this, Matillion recently introduced their Partner Network to enable partners to bring solutions to market successfully: an initiative core to Matillion's partner relationship strategy to offer knowledge and pipeline building for sales opportunities.

THE CHALLENGE

At the forefront of data integration growth, Matillion partners are poised to benefit from collective market opportunities for requirements to migrate data to the cloud and transform data for consumption by analytic tools.

Paramount to maximizing these opportunities and mutual bottom lines is to ensure partners are supported in an 'easy to do business' and 'time to market' fashion with readily available, relevant content, onboarding and certification provision and solid cross-dimensional support for enriched pipeline.

THE SOLUTION

360insights designed and configured a [customized partner portal](#) – Partner Network - to meet Matillion's partner support objectives across the buyer's cycle.

- Product/solution content is personalized through a compelling interface for different partner types, capacities, sectors, and industries.
- Partner Account Managers benefit from bespoke Partner Account resources and dashboards to aid collaboration.
- Deal support is aided by deal-winning content presented across stages of the buyer's journey.
- Speed to market and revenue growth barriers are eliminated by friction free onboarding and partner certification functionality - across communities, product, packaging, pricing, sales process, competitive positioning, ETL trials, and configuration.
- Partner Marketing Teams interact seamlessly with Matillion by using simple MDF workflows allowing them to submit, track and update requests.
- Bi-directional integration with Salesforce CRM ensures frictionless user relationship management, deal registration and lead distribution to enhance pipeline. Partners register opportunities and Matillion share leads with unique associated workflow and protection offering augmented support.

THE RESULT

Within the first months of Matillion Partner Network portal going live, partners are actively using the portal to get enabled, certified and manage their business opportunities. To ensure Matillion and their partners keep abreast of the data market, bespoke Strategic Account experiences and time geo personalization are planned for the next phase.



TECHNOLOGY MATILLION PARTNER NETWORK

COMPANY
Matillion

INDUSTRY
[Technology](#)

BUSINESS OUTCOMES

- Measure Program Success
- Consolidate User Experience
- Centralize Ecosystem Orchestration

PRODUCTS USED

- [Go-to-Market Portals](#)

THE SUCCESS

In the first 3 months

200+
active partners

100+
a month deals registered in portal

Global
UX & sales

We appreciate the personalization and seamless flexibility of the 360insights ecosystem platform as we introduce new support for our partners. We are committed to making it easier and more efficient for our partners to do business with us and maximize how productive we can be with our data insights to deliver value to customers.

Josh Lewis

VP, Global Channels & Alliances



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.