

APTTUS[®] PARTNER COMMERCE

Strengthen Partner Relationships



DATASHEET

Strengthen Partner Relations with Apttus Partner Commerce

Apttus Partner Commerce empowers your partners to sell your products and services more efficiently and effectively by capitalizing on the global scalability, security and performance of the Microsoft or Salesforce platforms. With intuitive, quick-to-learn administration functions, enterprises are orchestrating partner programs and unique buying experiences across all partner channels including multi-tier distributors, OEMs, dealers, resellers, intermediaries, and service providers. Partner Commerce sustains and strengthens channel relationships, creating a solid foundation for revenue growth while enabling partner networks to accomplish business outcomes.

With Partner Commerce, partners can easily access catalogs, pricing and promotions, shopping cart functionality and advanced configuration capabilities, including proposing the right products to the right customers. They can sell highly configurable products, sophisticated services and bundles, in addition to upselling and cross-selling all available options. Partner Commerce functionality can also be embedded into partners' own branded web stores and e-commerce sites, incorporating branded elements of their own catalogs, such as specific service plans.

Why Best-in-Class Enterprises Choose Partner Commerce

Agility with All Channel Partners

Enterprises can better communicate and manage product portfolios, pricing and promotions for multiple channels.

Coordinated up-to-date content across all channels.

Rapidly deploy and update catalogs for different partners, and manage product lifecycles, catalog restrictions, pricing and promotions based on business strategies.

Partner intelligence.

Apply analytics and key performance indicators (KPIs) to all channels, to capture partner performance in real time, including revenue per transaction, margin per transaction and top selling products.

Communities and portal ecosystems.

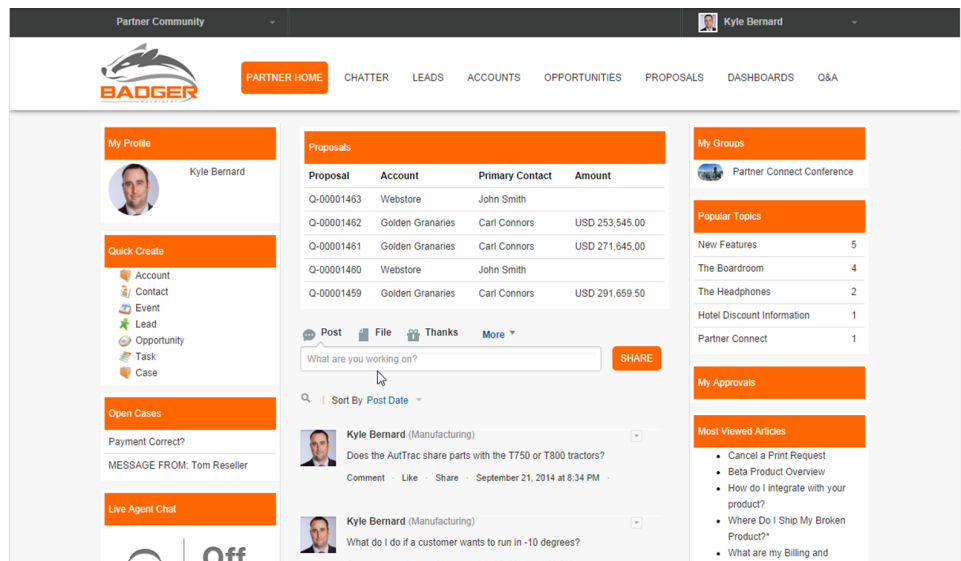
Support communities, portals and embedded capabilities for different audiences, including suppliers, OEMs, distributors, dealers, resellers and end-customers of partners.

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Innovative Functionality

With Partner Commerce, enterprises gain the latest capabilities for promoting and selling offerings through indirect sales channels.

Advanced configuration.

Help partners to easily sell sophisticated, configurable solutions online and deliver unique buying experiences with constraint and rules-based capabilities.

Upsell/cross-sell recommendations.

Generate product and service recommendations that reflect purchasing histories, using business rules or transactional data, to increase revenue lift.

Sales promotions and rebates.

Increase partner mindshare and influence their behaviors with effective promotions and rebates programs that drive activity and channel sales.

Seamless checkout.

Make transacting business an effortless exercise for partners and their end-customers with shopping carts, cloud integration services and branded interfaces.

Contract integration.

Access all contractual content needed to define and manage commitments with partners and validate deals.

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Multi-Channel Scalability

Easily scale partner channels to support differentiating business models that significantly increase market coverage and revenues.

World-class cloud platform.

Leverage the Apttus Intelligent Cloud™ for best-in-class performance, scalability, security, manageability and accessibility on global infrastructure.

Product catalog, pricing and promotions complexity.

Expand sophisticated product management, pricing and promotions programs across channels, regions and customer segments.

Process and policy rigor.

Ensure partners sell what they are eligible to sell, and follow price corridors, territories and other restrictions, to mitigate channel conflict and cannibalization.

Built-in mobility.

Improve ease of doing business by enabling access through tablets and smartphones, for partners and their end-customers.

Single, global shopping cart.

Global support for shipping, tax calculation and payment verification, and support for multiple languages, currencies and data privacy requirements.

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Key Capabilities

Comprehensive multi-channel support for indirect sales, including multi-tier distributors, OEMs, resellers and dealers

Online product configuration employing constraints and business rules

Upsell/cross-sell recommendations based on historical data

Control over partner activity with deal guidance and discounting and catalog restrictions

Orchestration of pricing, promotions and rebates programs across partners

Manage content from partner catalogs

Contract integration, for instant access to clauses, terms, obligations and pricing

Shopping cart functionality that handles shipping, tax and payment terms

Real time insight into purchasing trends and partner performance

Visibility across Microsoft and Salesforce Partner, Opportunity, Accounts and other objects

Multi-language, multicurrency and regional data privacy support

Integration with PCI-compliant systems for payments,

Synchronization of purchase information with downstream systems

About Apttus

Apttus, the category-defining Quote-to-Cash software company, drives the vital business process between the buyer's interest in a purchase and the realization of revenue. Utilizing a patented combination of SaaS-based applications, the Apttus Intelligent Cloud maximizes the entire revenue operation by driving behavior and providing prescriptive data to company decision-makers. Apttus offers enhanced Configure Price Quote (CPQ), E-Commerce, Contract Management, Renewals and Revenue Management solutions on the world's most trusted cloud platforms, including Salesforce and Microsoft Azure. Apttus is based in San Mateo, California, with additional offices located across the globe. For more information visit: apttus.com.