

# Journey Builder

Partner lifecycle automation:  
A new era in partner management



*Channel account managers can curate partners' journeys through every stage of their lifecycle, taking the variation out of partner outcomes*

Journey Builder is a ground-breaking solution that moves beyond just automating transactions to automating the journey and experience of partners and rewarding the behaviors that determine success. With its consumerized, "help-ticket free" interface, channel account managers can curate journeys through every stage of their partners' lifecycle, taking the variation out of partner outcomes.

## Going Beyond Basic Onboarding

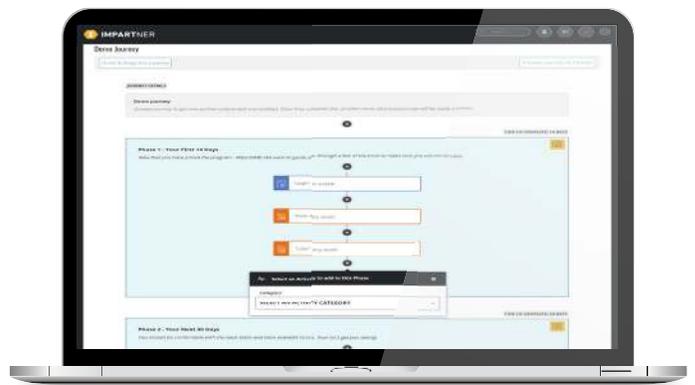
Getting partners onboarded and provided with portal credentials is only the beginning. Channel account managers need to truly guide each partner through the behaviors and experiences that will drive them to their first dollar of revenue generated and beyond. Journey Builder gives channel managers a low-touch, scalable, repeatable way to automate their partners' journeys — taking the 'success roulette' out of the process and delivering consistent results from every partner. The simple, linear, intuitive interface is designed for channel managers, not IT, putting journey control in the hands of those closest to partners.

## Track Assignments, Progress and Completion

With every partner knowing exactly what next steps are expected of them along with full reporting on the progress of every partner within every dynamic journey created, the tools are in place to fully optimize channel revenue. Find which journeys are leading to more successful outcomes and easily make adjustments on the fly.

## Journey Builder Highlights:

- Create multiple Journeys and assign them through workflows to single or multiple partner users
- Each Journey consists of Phases with Activities, each Phase has a specified time frame for completion of one or more selected Activities
- Dashboard that shows a breakdown of data such as Journeys assigned, in progress, or completed
- Partner users see their progress on assigned Journeys from their portal view
- Trigger internal or partner-focused notifications on assignment, completion, or if falling behind



## About Impartner

With over two decades of experience in accelerating indirect sales, Impartner delivers the industry's most complete channel management platform, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. The largest pure-play PRM vendor in the world, Impartner provides the industry's only out-of-the-box solution that can deploy an enterprise-class Partner Portal in as few as 14 days, using the company's highly engineered, multi-award winning, Velocity™ onboarding process.

## Find Out More

We'd love to show you more about how Impartner PRM can accelerate your channel. [Request a Demo today!](#)