

# Nutanix

Supporting Business Growth By  
Boosting Deal Registrations by 40%



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**Nutanix, a leader in delivering advanced IT solutions, faced a significant challenge during a period of rapid growth. The company's technology, designed to power demanding workloads at any scale, was robust and highly in demand among customers. Unfortunately, it was struggling to build the kind of business relationships with resellers, distributors, and OEM partners that it needed, particularly regarding deal registration.**

The existing processes were insufficient to support their expanding operations and complex distribution model. Nutanix needed a solution that could streamline internal processes, improve pipeline visibility via Salesforce.com, and support its global two-tier distribution model with advanced partner-enabling reporting tools.

Nutanix also needed something quickly, as the company had rolled out a PRM which they realized lacked the robust features that they need to handle such a large channel. The company wanted object-based integration to provide end-to-end visibility for both partner and Nutanix-generated demand. This would allow it to maintain source and attribution details from deal registrations as they progressed through the sales cycle, enabling the sales team to manage leads and opportunities more effectively.

Overall, the commitment to "ease of use" was of paramount importance to Nutanix. It needed a way to provide partners with a best-in-industry ability to manage their channel pipeline seamlessly.



# Enter Vartopia

With the company unhappy with the results from its first attempt to modernize its PRM, the company turned to Vartopia, looking for a quick deployment that meet the full scope of its needs, and do so with minimal further disruption to its business. It found that solution with Vartopia.

## The implementation of Vartopia's solution involved three main components.



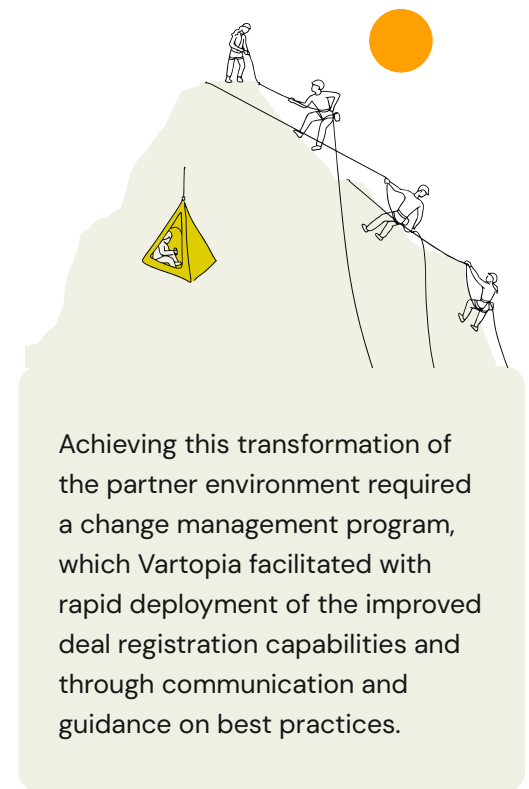
**First**, the Vartopia Salesforce Application enabled Nutanix's sales and channel teams to access, act upon, and analyse all registration activities within the Salesforce environment. This integration was critical in providing the necessary visibility and operational efficiency.



**Second**, Vartopia deployed its platform, including deal registration features, for Nutanix. This portal allowed OEM and reseller partners to submit, manage, and measure Nutanix registered deals in a streamlined and efficient manner. The Vartopia portal is a standardized and cohesive platform that Nutanix's partners have known and loved for years, and the familiar interface and experience and enhanced functionality meant that Nutanix was immediately having its needs met with minimal resistance and disruption.



**Third**, Vartopia provided Nutanix, its partners and distributors with a powerful platform for visible information sharing. Sales reps, distributors, and Nutanix itself were immediately able to leverage a premissions-based database that made it easy to register a deal, for the preferred distributor to then confirm and process the deal, and for the customer to be served quickly. What is typically a complicated process of interactions with other PRM systems was streamlined into a few clicks through the Vartopia portal.



Achieving this transformation of the partner environment required a change management program, which Vartopia facilitated with rapid deployment of the improved deal registration capabilities and through communication and guidance on best practices.

# A Rapid Pathway To Superior Channel Engagement

“We were able to fast-track implementation by tapping into Vartopia’s expertise, not only with their own platform and tools but also their deep working knowledge of deal registration best practices working with our Salesforce environment.”

Colleen Farris,  
Director Global Channel and OEM Operations at Nutanix

The results of implementing Vartopia’s solution were significant and immediate. Sales teams could now view registrations and link them to existing opportunities or create new ones easily within Salesforce. This streamlined process meant that opportunities could be managed more effectively, with clear visibility into their origins and progress through the sales cycle. Marketing teams also benefited by being able to track lead attribution, even if the opportunity was generated from partner actions.

## In numbers, this meant:



**20+%**

increase in deal registration in the first full quarter of using Vartopia

**40%**

faster deal approval turnaround times, enabling Nutanix to be much more agile with its partners



“By introducing Vartopia, we were able to immediately improve the ability of our OEMs and distributors to leverage deal information to build stronger reseller pipelines for Nutanix,” Farris added.

Nutanix had a simple need for its business to sustain the growth curve that it was on – it needed better visibility and processes to deliver better deal registration and improve its interactions with its partners. By choosing Vartopia, the company was able to rapidly set the stage for enhanced collaboration and strategic growth across its entire channel.

# Three Key Benefits In Partnering With Vartopia

PC Connection's experience with Vartopia highlights the benefits that all partners will start to see, within weeks of pulling the trigger and adopting the platform.

These include:



## **Enhanced Deal Registration and Visibility:**

Nutanix's improved deal registration process resulted in a 43% increase in deal registrations in the first full quarter and 40% faster deal approval turnaround times.



## **Streamlined Partner Engagement:**

Vartopia's tailored solution enabled Nutanix's OEM and reseller partners to manage registered deals more effectively within a familiar interface.



## **Rapid and Effective Change Management:**

Vartopia facilitated a swift and efficient change management program which enabled Nutanix to sustain its growth and enhance collaboration across its channel.



# 100% of the **CRN** Solution Provider **500** use Vartopia



## Get in touch

Vartopia is the basecamp where the channel meets.

Contact us today to discuss how we can support you with deeper engagement with your partners.

Get in touch