

Core **BTS** Case Study

Centralizing Deal Registration for
Enhanced Business Insights



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= Organizational Pain
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Core BTS, a prominent IT solutions provider, had been going through a growth story, thanks to a combination of organic gains and strategic acquisitions. It had ended up with some expansive scope: 13 offices across 8 states, and 340 employees managing over 2,500 customer relationships across a portfolio that included Communications & Collaboration, Data Center, Cloud and Managed Services, and Security solutions.

With such extensive scope and rapid growth, Core BTS was facing some significant operational challenges. In short, it needed to streamline things, and quickly, and it needed better insights into what was going on across the company.



A Fragmented Vendor Relationship Environment = **Organizational Pain**

Thanks to its growth through acquisitions, Core BTS was also gaining vendor relationships and a host of deal registration processes. The result was business processes that were fragmented, messy, and created significant operational challenges, as it was difficult to obtain a clear and accurate view of deal registrations across the organization.

Core BTS leadership recognized the need for more accurate data and the opportunity to leverage this data to drive business value. So the team started to look for a solution, with the primary objective being to centralize the deal registration process, provide a comprehensive view of deal registration data across all business units, and enable better sales and marketing operations.

“Operational channels are definitely a considerable challenge when bringing organizations together. Our deal registration process varied depending on the location and predecessor organization, making it hard to get an accurate snapshot of our deal registration landscape.”

Director of the RFP Response Team at Core BTS
John Cook

Vartopia = Better Visibility, More Streamlined Processes

To address these challenges, Core BTS committed to centralizing and streamlining its deal registration process. With executive leadership support, the company sought to unify all operational processes that impacted top and bottom-line results. This initiative required both operational and cultural changes within the organization.

Vartopia was identified as the ideal tool to accelerate this transformation. “We were already moving towards a deal registration best practice, and Vartopia came along,” says Cook. “Vartopia has allowed us to accelerate our deal registration process and execute much faster. We’re able to do more registrations, close more deals, and increase our margins.”

The implementation of Vartopia’s tools significantly improved Core BTS’s reporting capabilities. Monthly reports, which previously took a week to prepare, could now be scheduled to run daily or weekly. This improved visibility and provided valuable insights into deal registration status, expiring deals, pending approvals, and more.

The Benefits Of Vendor Relationship Centralization

The centralization of the deal registration process and the implementation of Vartopia resulted in substantial operational benefits for Core BTS. “There is no question we get more opportunities registered correctly and more quickly,” says Cook. “This gives our sales reps more flexibility to position our solutions, leading to more transactions.”



“Each of our Regional VPs receives a weekly deal registration status report, including the last 90 days of registrations. This report is used for strategic pipeline review, forecasting, and decision support for personnel and staffing.”

Denise Rockney,
Logistics Manager at Core BTS

Core BTS now has much better insight into deal registration data, and this has Vartopia from a centralized deal registration tool, which the team had initially expected from it, into something much more core to the business: a reporting platform and a true Business Intelligence tool. By mining Vartopia data alongside other vendor program data, Core BTS can make better, more strategic marketing decisions.

Now and into The Future



The Now

The enhanced data insights provided by Vartopia has elevated Core BTS's sales and marketing efforts. "We can take our marketing to a whole new level," Cook said. "Vartopia is key to understanding what the data is telling us, helping us make our sales and marketing even better. Having better, more intelligent data also helps us strengthen our vendor relationships."



The Future

Core BTS continues to evolve with Vartopia and plans to find ways to further enhance data integrity and provide valuable data mining capabilities to support strategic sales and marketing execution.

One key step for the company will be to get more of its vendors to integrate their own channel systems to Vartopia. This will help further consolidate their work onto the one platform and benefit from even deeper and more comprehensive data and insights across their entire sales operation.

An Ongoing Journey To Better Channel Relationships Management

Core BTS's commitment to centralizing its deal registration process and leveraging Vartopia's tools has resulted in significant operational improvements and enhanced business intelligence.

If you are interested in learning how Vartopia can help increase your bottom line, we recommend starting with a risk-free pilot of our reporting solution.

With just a few hours of work, you can gain access to your active and historical deal registrations in Vartopia, providing detailed insights through our Analytics and Reporting Dashboards. Our Customer Success Team will work with you to review your data, discuss your current processes, and recommend the best solutions to increase your profitability.



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