Partner onboarding done right.

How Moovila Activate streamlined and managed the alliance partner program of an HCM cloud service provider.

COMPACT CASE STUDY

Background

The Alliance Partner Team had over 60 partners in various stages of the partner onboarding process and were expected to continue to see a pattern of growth over the next year. They were managing the process using a variety of disparate systems including Excel, Quip, Trello, Google, and email, which overwhelmed their internal teams and partners.

They worked with Moovila to create a standardized partner onboarding plan and create clear, data-driven insights into their process and strategy.

Customer Spotlight

- **Customer**: HCM Cloud Solution Provider

- **Industry**: Human Resources Software

- **Department**: Global Alliances

- **Duration**: 4 months

- **Use Case:** Streamlining the alliance partner program from contract to launch

The Challenge

Though the company had created a thriving partner network and ecosystem, the Partner Alliance Team lacked the insight they needed to continue to scale their program effectively to meet the needs of their partners and customers.

No insight into the onboarding timeline
Because their data was spread out over multiple systems and communication methods, the alliance team did not have an understanding of their average onboarding time, capacity or costs.

Unable to predict go-live dates
The team lacked the tools they needed to track and manage each partner with consistency across their portfolio.

No transparency with key stakeholders
During the onboarding process, partners would be delayed for months at particular stages, but it was often unclear why they were stuck and who was responsible for getting the project moving again.

The Solution

The Alliance Partner Team partnered with Moovila Activate to create a streamlined process and transform their partner onboarding experience.

01 — Through the creation of a templated process in Moovila Activate, they were able to optimize and standardize their process.

02 — Having a documented and trackable process allowed for more accurate forecasting, so their marketing and development teams could plan their capacity appropriately and deliver faster.

03 — The average time to bring a partner live was reduced because of the insight gleaned from Moovila Activate's Critical Path Engine.

04 — The management team was able to create a real-time overview of their entire partner portfolio.

05 — Moovila Activate provided a transparent way to communicate across multiple departments and teams.

The Results

With the insights from Moovila Activate, the Alliance Partner Team was able to distill their partner onboarding process down to four simplified, accurate project templates which could be used across their entire partner ecosystem to drive the relationships forward, and ultimately expedite the realization of revenue together. Additionally, thre platform improved the experience for their partners and internal teams by consolidating the number of systems required for effective communication and automating the partner journey from contract to launch.

System Consolidation:

- **4 onboarding templates**
- **Accelerated time to revenue**
- **Improved partner experience**
- **Partner journey automation**

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