

## What Is PRM?

Partner Relationship Management (PRM) is a business strategy for developing and improving relations between companies and their suppliers-channel partners.

## Client Benefits

	No PRM	vs.	PRM
Staff	Large		Optimized
IT System	Seperate		Central
Partners	Not Fully Engaged		Loyal and Productive
Customers	Not Fully Satisfied		More Satisfied
Results	Losing Business		Winning Business

## Comarch's Solution

Comarch solves most PRM requirements via Business Process Management (BPM). It is effectively a few CRM functions used together to access partner data. This solution however has limitations. It cannot provide partners with robust marketing information, nor does it provide a simple ways to manage data.

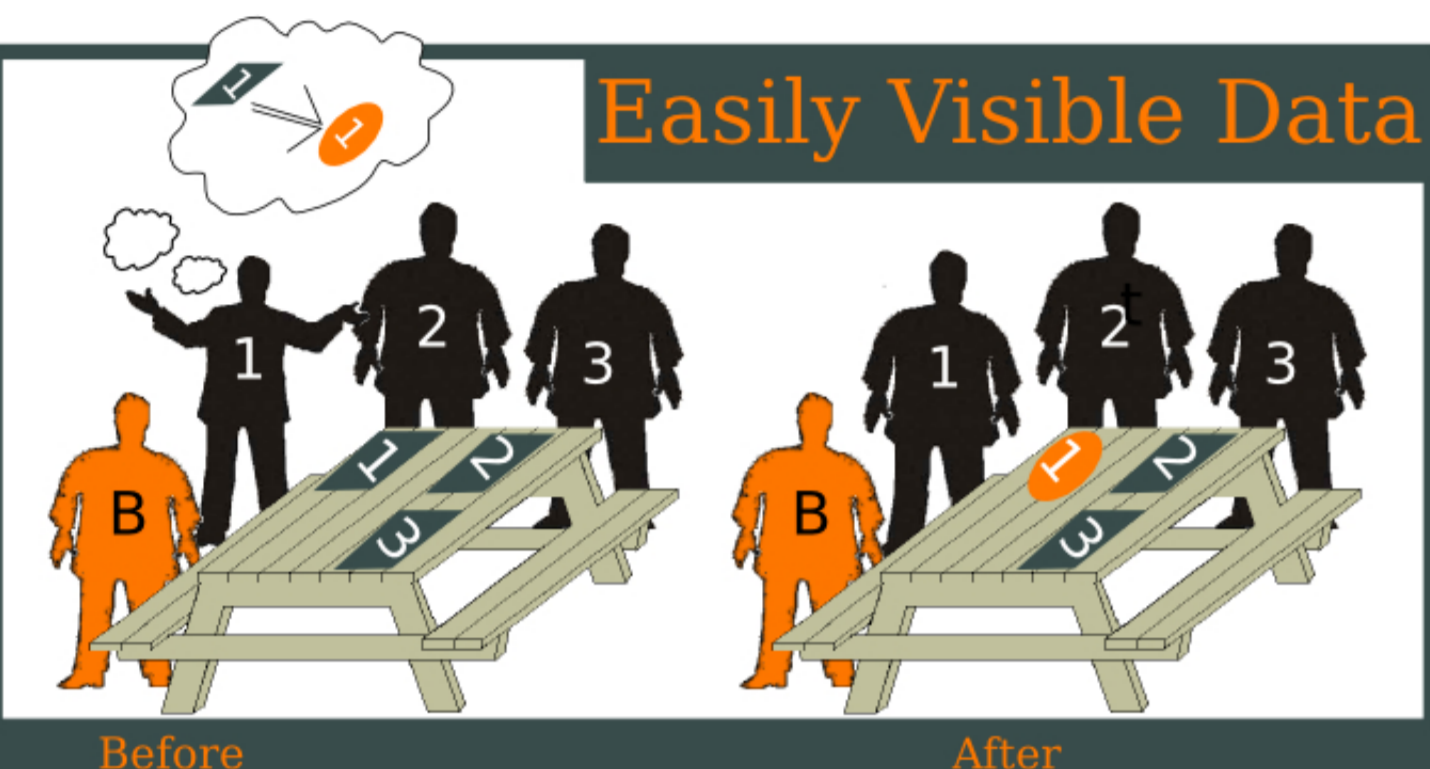
## Competitors' Solution

The graphs below represent features that competitors currently implement. Using these graphs we were able to locate key points that are undeveloped in the PRM market.

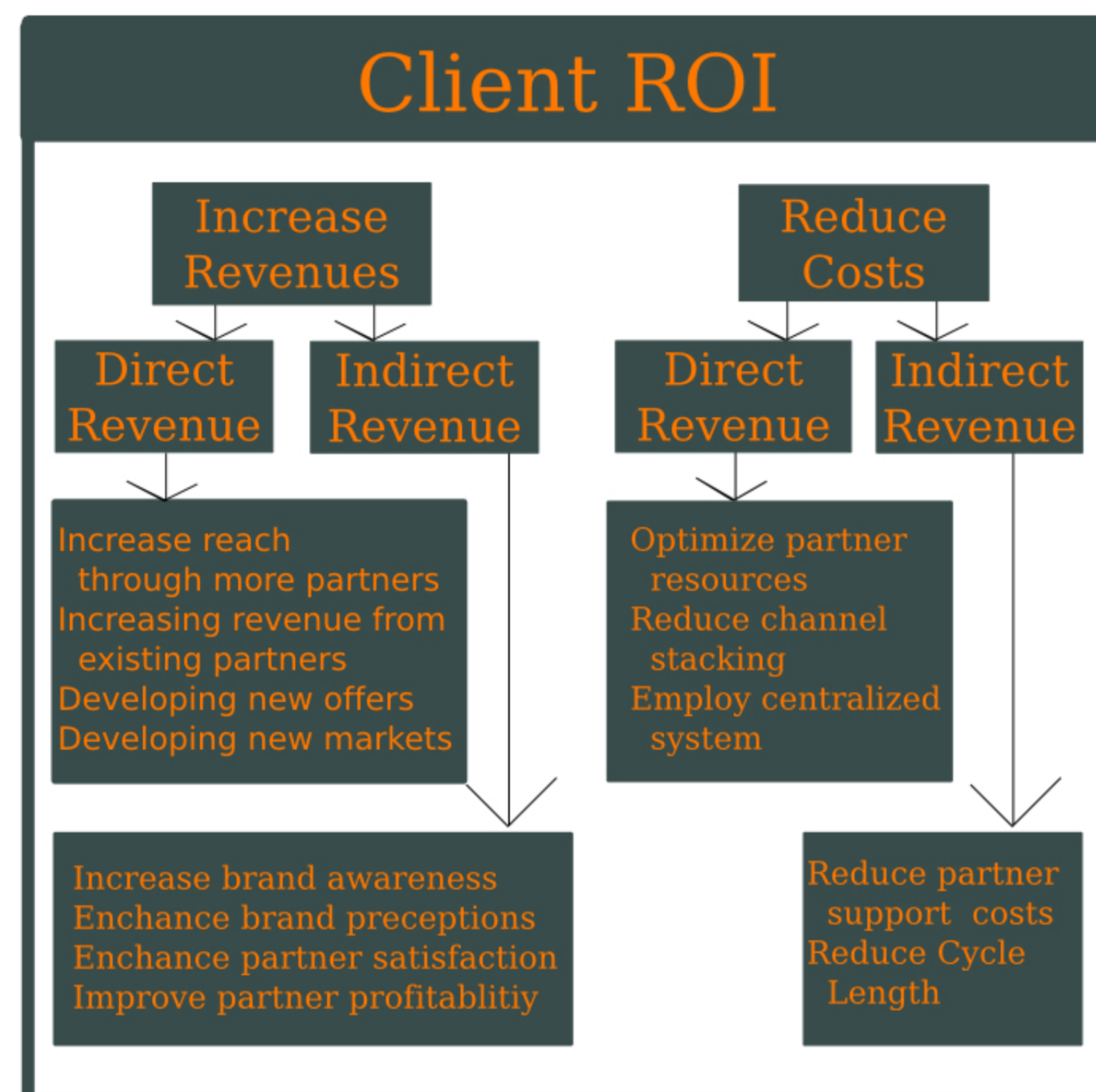
## How To Improve It!

Although Comarch's competitors have taken lead in the PRM market by providing unique PRM solutions, there are still undeveloped areas in the market that are yearning for a solution.

### Easily Visible Data

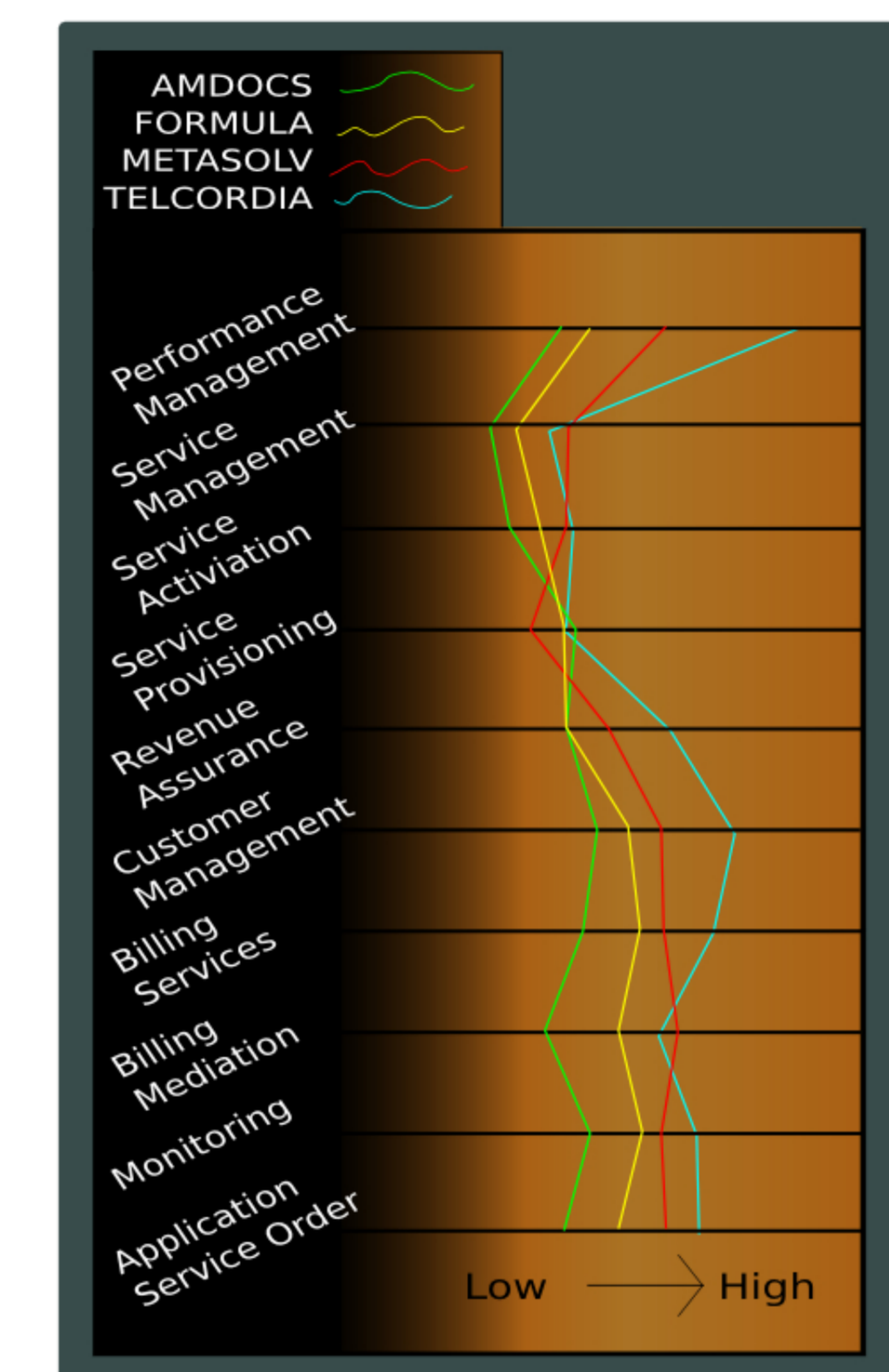


### Client ROI



### Business Process Management

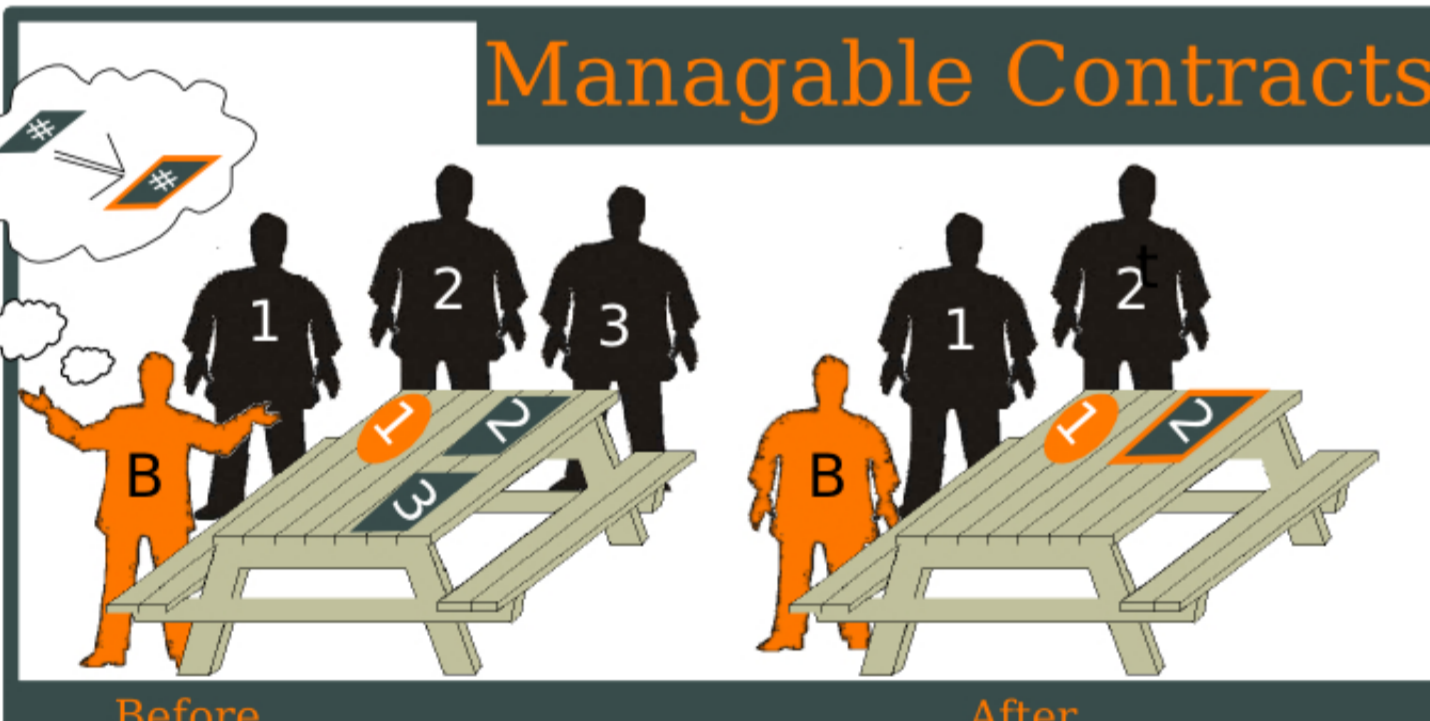
CAN	CAN'T
ONE TO ONE	MANY TO MANY
Lead Management	Partner Recruitment
Marketing Planning	Contract Management
Report/Analysis	Opportunity Management



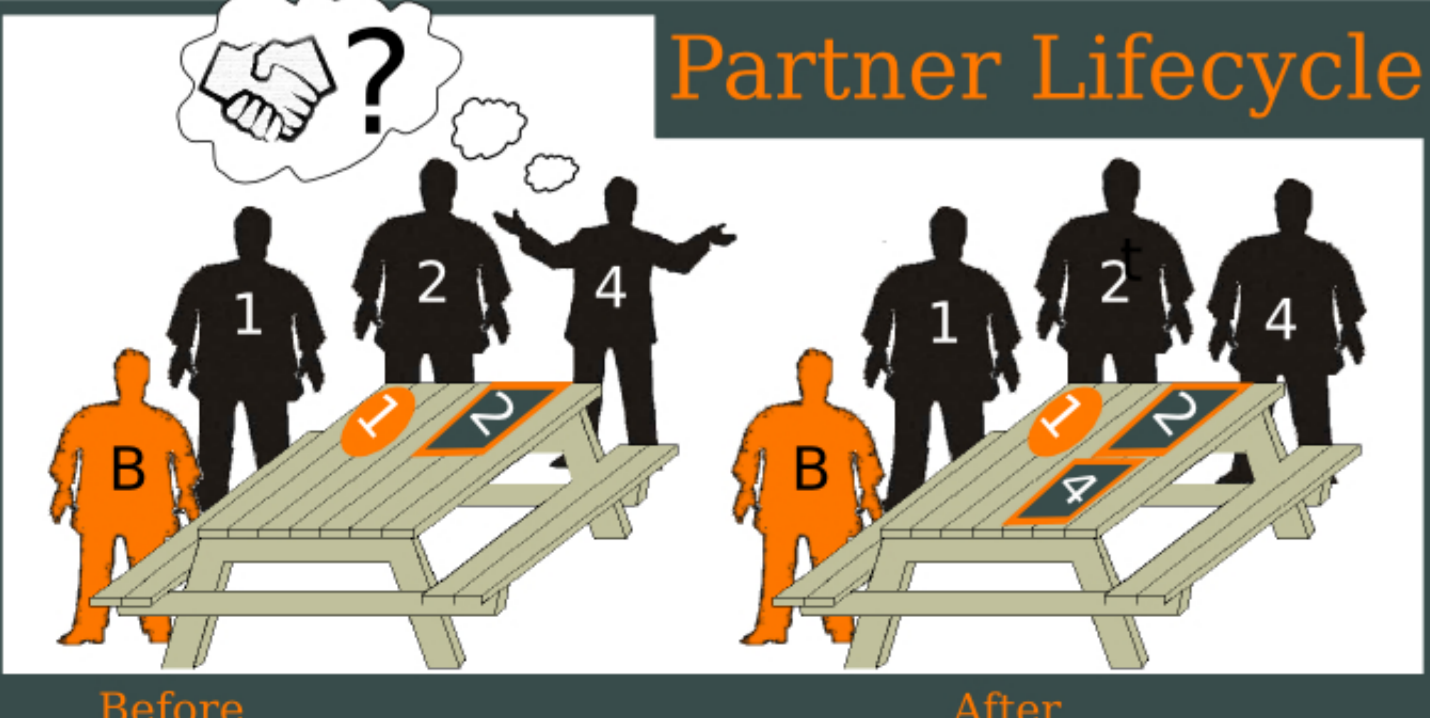
### Recommendations:

Profile Management	Different Access Levels
Partner Lifecycle	Joint Task Tracking
Lead Management	Automated Leads
Forecasting	Display Current Quotes
Publication Automation	Automatic Alerts/Notes
Sales Tools	Co-Funding

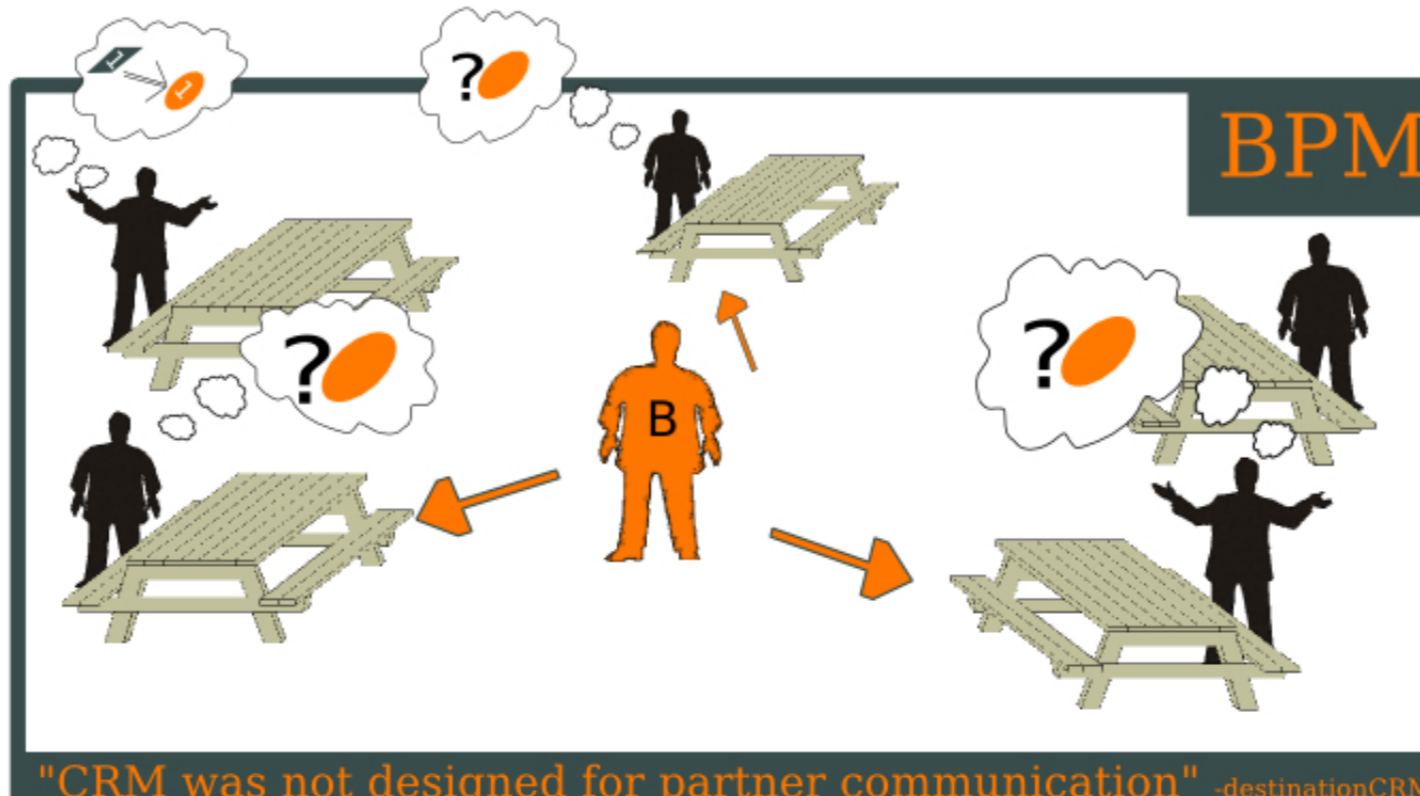
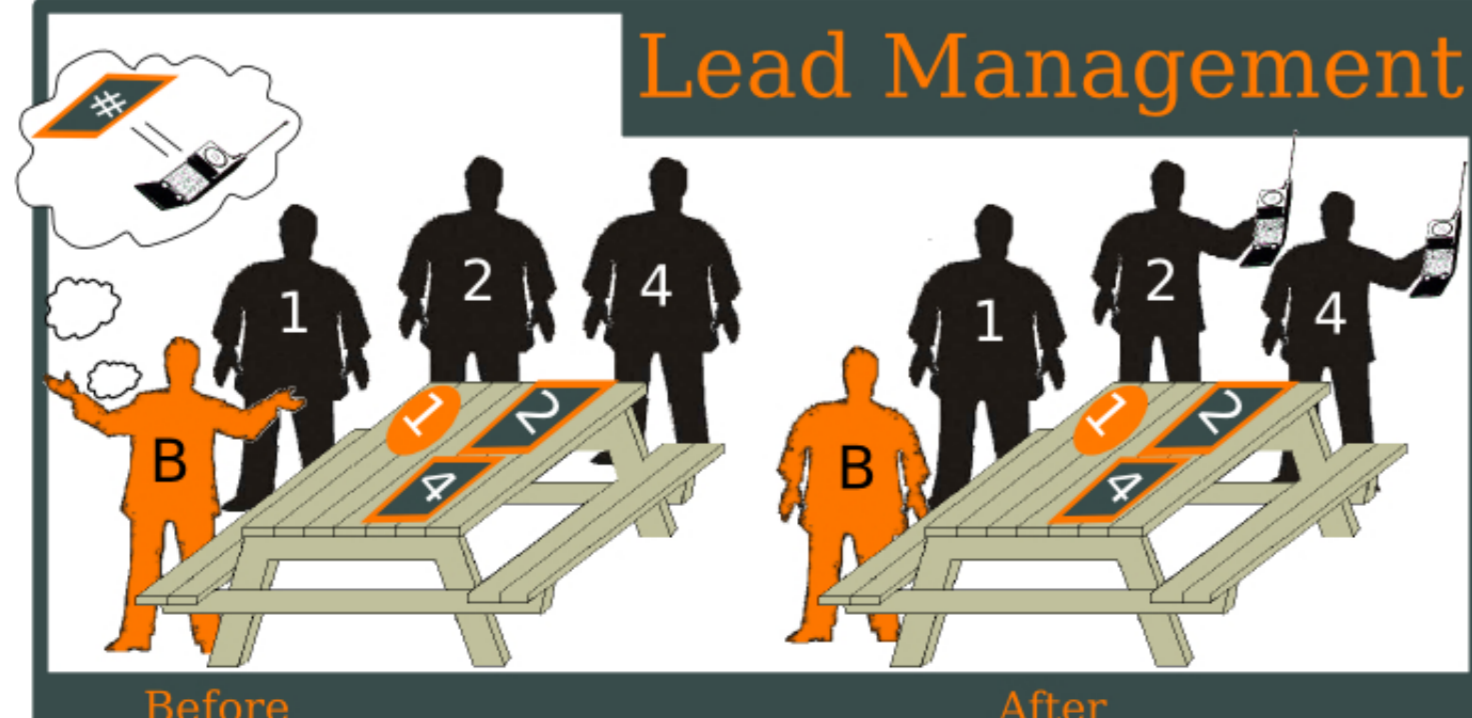
### Managable Contracts



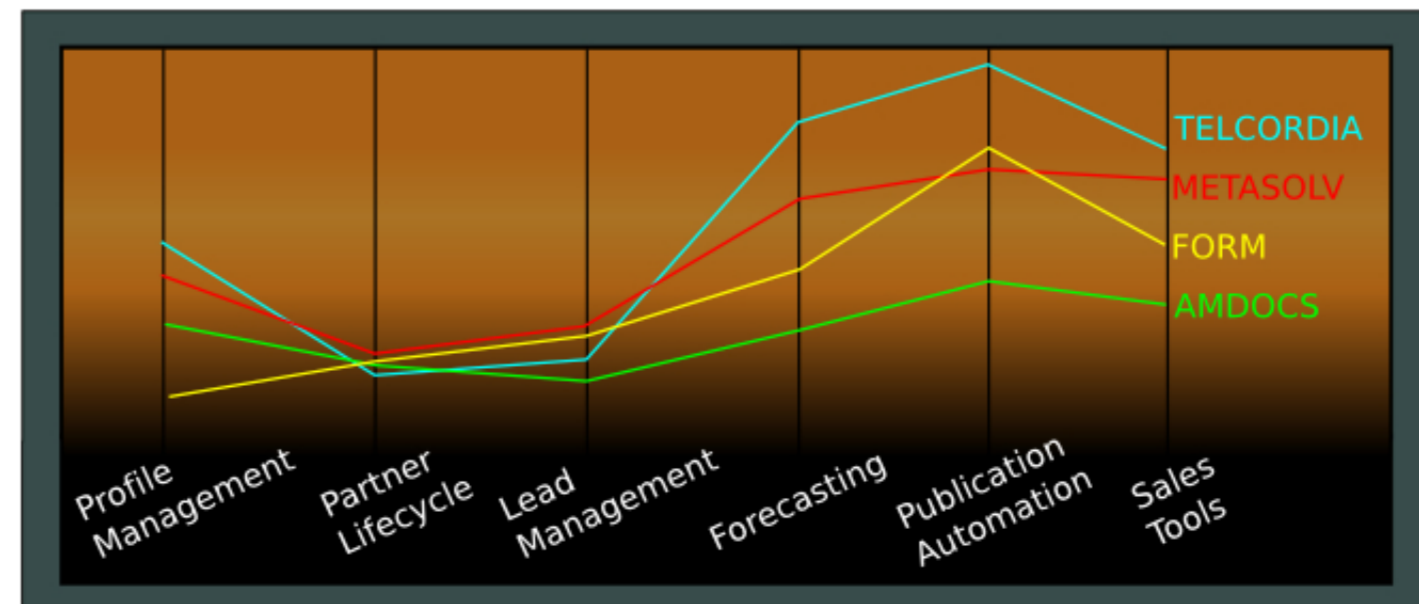
### Partner Lifecycle



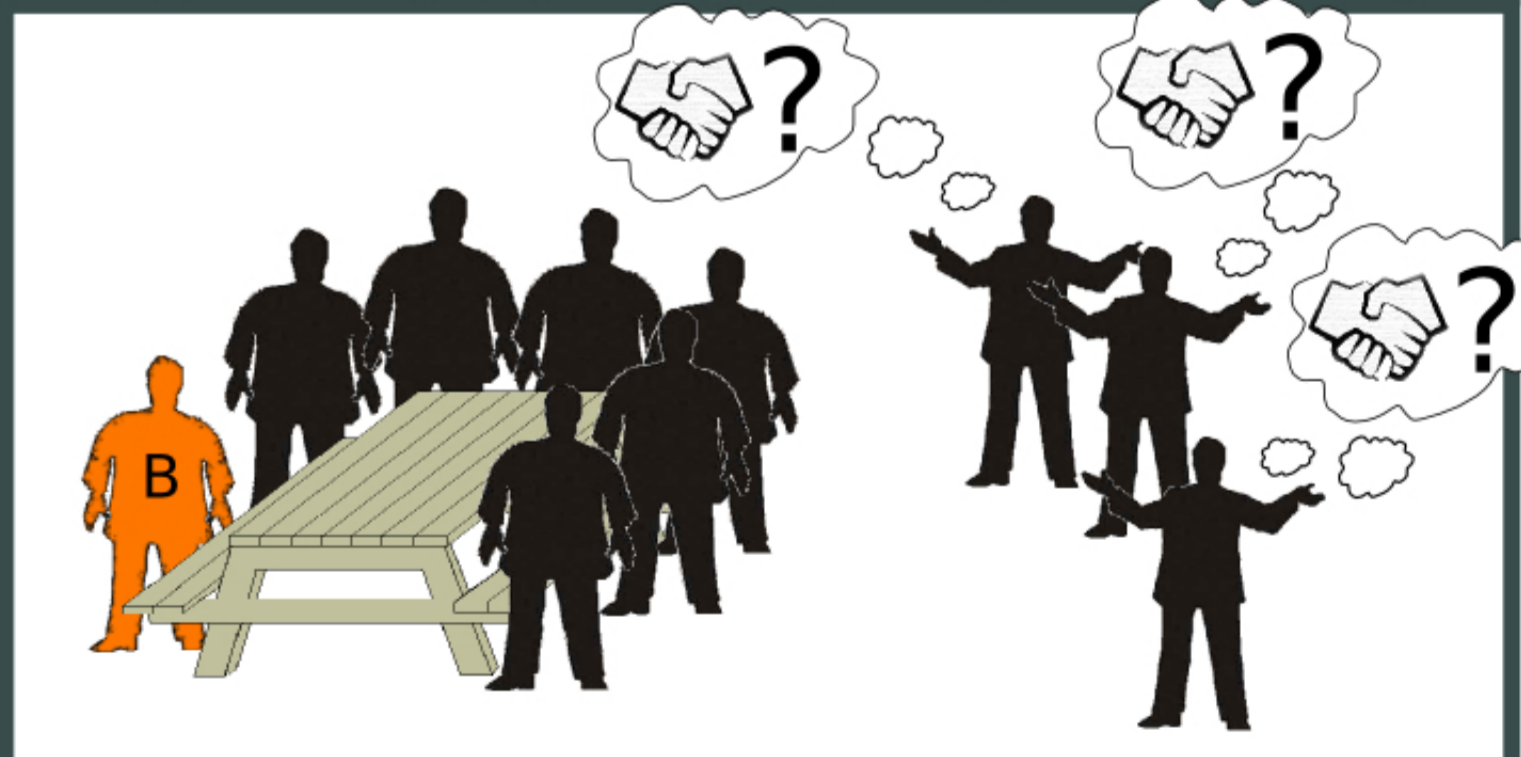
### Lead Management



\*CRM was not designed for partner communication\* -destinationCRM



### How Does Comarch Profit?



By creating & maintaining a large tables!