



# Global Cyber Security Leader BeyondTrust Chooses Allbound to Modernize Channel Partner Program

*Channel software replaces legacy partner portal; immediately improves partner productivity and delivers deeper integration with Salesforce.com*

PHOENIX, AZ, UNITED STATES, April 11, 2017 /EINPresswire.com/ -- Allbound, the leading Software-as-a-Service (SaaS) [Partner Sales Acceleration solution](#), today shared their successful partnership with



“It’s not just the [Allbound] platform that’s knocked our socks off, it’s the continuing service that they provide to us.”

*Colleen Grounds*

BeyondTrust, a global leader in cyber security software. The partnership helps further modernize BeyondTrust’s thriving channel partner program with a leading-edge platform to help increase partner productivity, engagement and revenue growth.

With BeyondTrust’s channel business growing 100 percent year over year to almost 30 percent of the company’s total

revenue, the company’s leadership team had decided to make significant investments in its existing enterprise CRM, but soon found that it was an ineffective and cost-prohibitive solution for also growing their partner program.

“Our partner portal had essentially become a dumping ground of PDFs and PowerPoints,” says Colleen Grounds, BeyondTrust’s director of channel marketing. “We considered three other solutions, but it really all came down to the right fit. Two enterprise-level PRM solutions were just too complex with way more functionality than we needed while lacking a friendly user experience. A third delivered some nice out-of-the-box functionality, but still felt like a legacy portal, built on a hybrid-single-tenant architecture that lacked the modern flexibility we need to grow with our business.”

The Allbound platform delivered what other solutions couldn’t: lightning-fast deployment, an incomparable user experience, and the kind of turnkey flexibility that today’s business rely on to integrate with and leverage critical platforms such as [Salesforce.com](#) and Marketo.

“We’re building Allbound – the platform, the methodology and the company – to finally bring the brand of modern, simple, user-friendly technology that today’s business users expect to channel sales and marketing,” said Scott Salkin, Allbound’s CEO. “BeyondTrust is a great example of the kind of hyper-growth companies that are realizing and executing on the immense value and cost savings that channel partner programs can bring to their business, not only in terms of bookings but also in customer success. It’s a paradigm shift – an exciting one, at that – and Allbound is determined to lead the way by providing our customers with a level of innovation and service that others in our space simply cannot match.”

BeyondTrust launched their newly modernized partner platform in late 2016, complete with bi-directional integration with Salesforce to help further simplify the partner experience. With Allbound,

they've been able to:

- Increase channel partner engagement with a customized, fully branded portal.
- Granularly track usage of sales and marketing content by partners and customers.
- Generate detailed channel reports and scorecards.
- Accelerate and grow their through-channel pipeline.

"We've been extremely pleased with Allbound, both from a customer service perspective and from an operational perspective," says Grounds. "So it's not just the platform that's knocked our socks off, it's the continuing service that they provide to us."

In 2017, BeyondTrust plans on expanding their usage of Allbound to include the platforms [Co/Labs™](#) collaboration feature, as well their new Sales Coach guided selling module. To read the full Allbound and BeyondTrust customer success story, visit <https://www.allbound.com/beyondtrust-customer-success-story>. You can also learn more about the Allbound partner sales acceleration solution, the company's vision and team at <https://www.allbound.com>.

#### About Allbound

Allbound, a partner sales acceleration software-as-a-service (SaaS) solution, is a cloud-based software that simplifies and accelerates a business's ability to recruit, onboard, train, measure, and grow indirect sales partners. The innovative software enables collaboration among channel vendors and their partners to improve the performance of their indirect sales channels by automating the delivery of marketing content, sales tools and training at each stage of the pipeline. For more information, visit [www.allbound.com](http://www.allbound.com).

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