



Allowing [our clients] to utilize the services we've put together through the services program outreached their marketing efforts as a whole.

Tina Petrigan

Partner Program Administrator

Enabled

Partners to drive demand and make an impact on pipeline



Challenge

The company was looking to **adopt a more systematic approach to servicing its partners** as well as address inconsistencies in the types and format of marketing tactics it was providing.



Solution

Hyland Software leveraged the **SiriusDecisions Fast Tracking Demand Framework** to create menu-based play selections and provide partners with outsourced marketing services.



Result

The team saw favorable results. Value-added resellers without established marketing departments **adopted and utilized this systematic approach** to help their marketing efforts. **Partners expanded their marketing** in search engine optimization (SEO), social media and Google AdWords.