

partnerpedia Community Marketplace

Solutions Marketplace and Apps Catalog

Partnerpedia Community Marketplace is a new generation of collaborative online commerce designed to accelerate product revenue through your partner ecosystem. By combining a customer self-serviceable marketplace, social commerce, and a community focused on your brand, Partnerpedia Community Marketplace goes beyond traditional retail and distribution models by allowing your entire partner community to easily sell and distribute solutions built around your products!

As a private label, cloud-based service, Partnerpedia Community Marketplace allows you to quickly create an apps catalog or solutions marketplace under your brand that allows customers to easily find and purchase not only your products but also the solutions built by your entire partner ecosystem.

"Partnerpedia offers what Google Apps Marketplace and Salesforce.com App Exchange does not, a privately branded marketplace for customers and a go-to-market channel for partners."

Forbes



Benefits

- GO-TO-MARKET CHANNEL FOR ALL PARTNER SOLUTIONS
- ONE-STOP SHOP FOR CUSTOMER PURCHASING AND FULFILLMENT
- CATALOG MANAGEMENT FOR PRODUCTS, SERVICES AND SOLUTIONS
- COLLABORATIVE DEVELOPER AND PARTNER COMMUNITY



Partnerpedia Community Marketplace

Features



Solutions and Apps Catalog

- One-stop shop for customer solutions; products and services catalog; solution finder and search
- Online marketing and selling channel for all partner solutions



Lead and Opportunity Management

- Lead distribution, deal registration; deal collaboration; Salesforce/CRM integration
- Opportunity desk, RFP/RFI/RFQ management



Social Commerce

- Product ratings and comments; company evaluations: quality of service, customer service and expertise
- Social media integration; Twitter, etc.



Community and Collaboration

- Partner and developer community support; project collaboration; discussion forums



Internal Enterprise Application Store

- Enable your corporate customers to deploy an internally controlled app store of IT approved apps



Transaction Processing and Fulfillment

- e-Commerce shopping cart; transaction processing
- Order fulfillment; inventory management



Approvals and Compliance

- 3rd party application verification via digital signature service integration
- Workflow approvals for product listings



Metrics and Reporting

- Monitor and track activities of the community and marketplace
- Reporting for content usage, transactions, member vs. company activity



Customization and Integration

- Customize the community marketplace to match your corporate identity and look-n-feel
- Integrate with existing business applications for a seamless solution



Private Branding

- Maintain brand control and increase brand value through a private label community marketplace
- Provide complete solutions to customers focused around your brand