OVERVIEW

One of Canada's top IT solutions and services providers, Compugen works with mid- to large-sized Canadian organizations to help them maximize the business value of their investment in information technology.

Corporations and government organizations look to Compugen for their industry acknowledged expertise and strategic alliances in all aspects of business computing including communications, cloud computing, data centre and desktop technologies.

Compugen's award winning support organization maintains over 380,000 devices under contract and has responded to over 1 million service requests from our customers.

> "THE COST OF SALES TO ADMINISTER VENDOR PROGRAMS ACTUALLY INCREASES OUR COST OF SALES. THIS IN EFFECT REDUCES THE ADDITIONAL MARGIN EARNED THROUGH THE PROGRAM. VARTOPIA PROVIDES US THE ABILITY TO MANAGE VENDOR PROGRAMS MORE EFFICIENTLY. GIVEN A CHOICE, WE WOULD PREFER TO WORK WITH VENDORS IN THE VARTOPIA NETWORK. THEY'LL GET OUR BUSINESS."
>
> — Harry Zarek, President & CEO, Compugen

THE CHALLENGE

An early adopter of deal registration, Compugen immediately recognized the opportunity to generate more margin through participation in vendor programs. They also acknowledged their chances of winning deals would likely increase as they would be able to garner vendor support resources earlier in the sales process.

To facilitate the deal registration process, Compugen centralized a registration team responsible for managing vendor programs. They also added a deal registration field to opportunities in their Microsoft Dynamics CRM to help track opportunities that were registered. Since sales reps ability to close deals (and therefore commissions) were enhanced by making sure deals were registered, it seemed certain that compliance would naturally follow.

With a centralized team in place and a tracking mechanism in their CRM, Compugen believed they were doing a fairly good job in managing deal registrations. The problem was they didn't know how good of a job they were doing because vendor registration systems weren't integrated with their CRM.

BUSINESS PROFILE

COMPUGEN
Simplifying the business of technology…together

Revenue: $445M

Employees: 1,200, 14 Sales Offices

TOP MANUFACTURER PARTNERS: Cisco, HP, IBM Lenovo, NetApp, Xerox, Adobe, Citrix, Commvault, McAfee, Microsoft, and VMware

VARTOPIA SOLUTIONS
- MVS Reporting and Analytics

CERTIFICATIONS
- Cisco Gold Authorized
- Citrix Platinum Partner
- CommVault Gold Partner
- HP Premier Business Partner
- IBM Premier Service Partner
- NetApp Platinum Partner
- VMware Premier Enterprise Partner
- Xerox Platinum Print Partner

RECENT AWARDS
- Harry Zarek, Executive of the Year, 2013 by CRN
- Cisco Canada West Partner of the Year, 2013
- Silver Award – Midmarket solution, Channel Elite Awards, 2013
- Gold Award – Best Service Organization, Channel Elite Awards, 2013
- CommVault's Global Partner of the Year, 2013
- HP Partner in Excellence Award for Canada Philanthropy 2013
- Microsoft Partner IMPACT Award: Volume Licensing Partner of the Year 2012
- Microsoft Partner IMPACT Award: Community Leadership Partner of the Year 2012

THE SOLUTION — PHASE ONE

As a data-driven company, Compugen set out to test their assumptions and determine exactly how successful they were at registering deals and managing the entire process. The planned analysis went beyond simple yes/no registration tracking. They needed to sort registrations by rep, manager, region, business unit and product — and any combination thereof. They also needed to more fully understand registration status, including deals submitted but not approved, deals needing more information, and deals pending expiration. This level of insight would provide them with the necessary intelligence to audit their current state, and inform the action required close existing gaps.

One of the first tasks of the deal registration team was to identify each vendor that offered a program and assess each program's data and registration requirements.

They soon realized three things:

> 1) The reporting in vendor systems was different across all vendors and very limited in functionality
>
> 2) They would have had to pull the data individually and manually from each system
>
> 3) It would take a considerable amount of work to merge all the data together

Their conclusion was clear: They needed to find a better way to integrate all the vendor data in such a way they could conduct their analysis. After talking with Vartopia, they believed they had found a solution.

With minimal effort, Compugen turned on the Vartopia reporting solution and pulled in all the registration data from the vendor systems. The Vartopia dashboard exposed all of their registration data, including deal status. "Because it was still a largely manual process, we suspected there were gaps between opportunities and registered deals. With Vartopia, we immediately found the gaps and status issues, and knowing the vendor programs involved, it was startling. At first we didn't believe it, but the data doesn't lie." Adds Zarek. "We really had limited insight into deal registration status and we were clearly leaving large amounts of money on the table. Vartopia helped us realize this."

Compugen now leverages the Vartopia reporting dashboard to regularly run reports and automatically distribute them to various levels of management. For the first time, Compugen is able to now able to manage what they can measure:

> 1) Registration Volume by Sales Rep / Territory
>
> 2) Registration Reports by Vendor
>
> 3) Stuck Deal Reports — registrations still pending approval and where the Vendor has requested additional information
>
> 4) Expiring Registrations

With the reporting mechanism now in place, they began an internal audit of their registration and sales process using three key data sets:

> 1) CRM Opportunities
>
> 2) Registration Data
>
> 3) Sales Orders

Focusing on these data sets in their analysis further revealed the gaps in their registration data collection and overall sales workflow. "We reviewed all the vendor programs and the information required to participate in these programs. We then had to go back to our sales teams and make sure we were capturing the correct data to effectively register deals. It was more complex than we thought", says George Seclen, National Manager, Materials Management.

This revealed where their workflow needed improvement, including data captured, when it was captured, and who was actually doing it. Compugen realized that although they had what they thought was a sound process, it actually varied quite a bit across sales office, practice area, and vendor. Compugen now knew where to focus their integration and workflow improvement efforts.
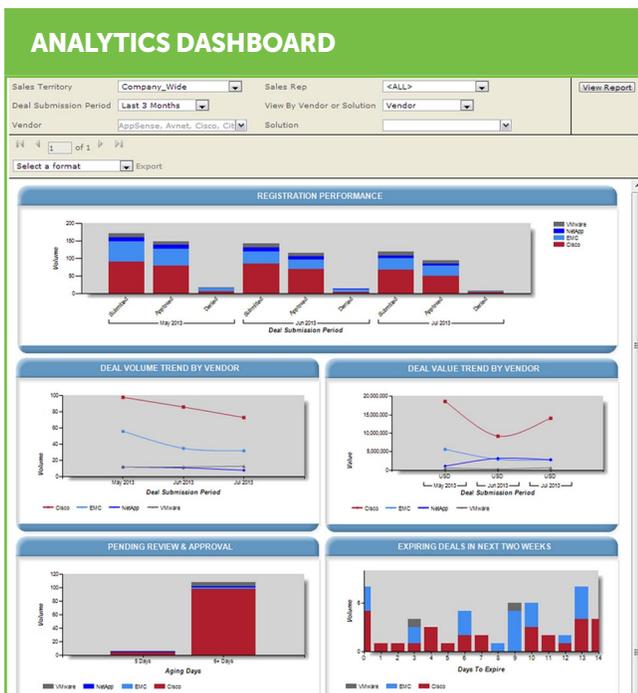
THE FUTURE — PHASE TWO

Armed with the right analytics and process visibility, Compugen now has the actionable insight necessary to streamline and automate their deal registration programs. To do this, they are currently implementing Vartopia MVS integrated with Microsoft Dynamics CRM. This integration will shore up the gaps in data collection and deal registration, while at the same time enabling them to further improve the overall workflow.

By making it easier for reps to register deals and allowing administrators to more effectively manage deal status, Compugen can now proactively manage their pipeline and increase their win rate. In turn, this will help them achieve their objective of increasing their margin.

> "You can increase your margin, but our reps are smart — they know if they don't win the deal it's not worth anything. We expect our win rate to be significantly higher for registered deals compared to the entire dataset of opportunities — anywhere from 20%-35% increase in win rate. Further process refinement and systems integration through Vartopia will help us get there," says Zarek.

SEE WHAT YOU HAVE BEEN MISSING

If you are interested in learning more about how Vartopia can help increase your bottom line, we would love to speak to you. We recommend that all customers start with risk free pilot of our reporting solution. With a few hours of work, we can give you access to all your active and historical deal registrations in Vartopia. This will give you detailed insight into your consolidated deal registration data via our Analytics and Reporting Dashboards. You will get immediate value from our standard reports such as our "At Risk Deal Registrations" which identifies any registrations stuck waiting for approval, returned for more information and expiring in the next 2 weeks. Our Customer Success Team will also work with you to review your data, discuss your current processes and recommend the best solutions to increase your profitability.

(Sample screenshots — not the real data)