

## PROFILE

Founded in 1983, Nexus, Inc. leverages its extensive experience and expertise to enable organizations to Connect, Collaborate, and Create. They do this through expertise in end-to-end technology solutions based on six distinct, yet complementary practices: Collaboration, Data Center, Borderless Networks, Business Video, Cloud and Managed Services. Nexus partners with industry leaders including Cisco, EMC, VMware, NetApp, Citrix, AMD Telemedicine, Microsoft, and NEC to ensure its customers are provided the most comprehensive and competitive solutions.

A 20-time Cisco partner award winner, Nexus recently received their 13th consecutive Cisco Gold Star of Excellence for Customer Satisfaction, cementing Nexus' status as an industry leader. When Nexus realized they could improve their profit margin through streamlined deal registration processes, they turned to Vartopia's MVS deal registration portal integrated with Salesforce.com.

## THE CHALLENGE

Before Vartopia, each Nexus Inside Account Manager (IAM) had to register their deals directly in the vendor deal registration systems, and then enter the opportunity in Salesforce. With more than nine vendor systems to manage, data entry was cumbersome and time consuming, leading to inaccuracy and inconsistency—a true lack of data integrity. Further, because there was no central reporting mechanism to track deal registrations across all vendor systems, Nexus realized they had no management visibility into deal registration current status across all vendors.

As a stop gap solution, Nexus added custom deal registration fields in Salesforce to indicate deal registration status. They hoped this would provide them with management visibility into the status and success of their vendor incentive programs. "At the end of the day, deal registration data in SFDC was still suspect as it was self-reported and only happened if the Account Manager entered the data", says Brain Castillo, Nexus Marketing Operations Manager. Without accurate, real time visibility, proper oversight of the deal registration process and management of the associated performance indicators was challenging. Nexus wasn't maximizing their gross profit margins.

Adding to this cumbersome process, the Nexus sales team grew considerably, from 71 Account Managers in 2011 to 85 Account Manager in 2012. With the hiring of additional salespeople, Nexus knew the problem was only going to get worse. They needed a better way to facilitate their deal registration process, increase registrations and provide consistent management visibility into registered deals.

## KEY CHALLENGES

- ⚙️ **Multiple vendor registration systems:** Time consuming and cumbersome, inaccurate data entry
- ⚙️ **Non-integrated systems:** Lack of data integrity
- ⚙️ **No centralized reporting:** Minimal management visibility into deal registration and incentive programs

## BUSINESS PROFILE



Revenue: \$400M

Employees: 500

### TOP MANUFACTURER PARTNERS:

Cisco, EMC, VMWare, NetApp, Citrix, AMD. Microsoft, NEC

### VARTOPIA SOLUTIONS

- MVS SFDC
- MVS Reporting

### CERTIFICATIONS

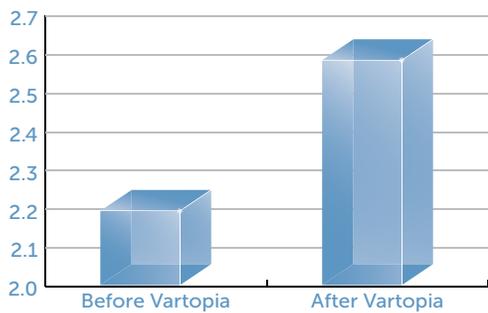
- Cisco Gold Certified Partner
- Cisco Authorized Technology Partner (ATP)
- Data Center Certifications
- Cisco Cloud Builder - Infrastructure, Management and Services
- EMC Velocity Premier Partner
- VCE Vblock Certified
- VMware Premier Partner
- NetApp Gold Partner
- Citrix Gold Partner
- Microsoft Partner - Gold Communications, Silver Server Platform, Silver Messaging

### RECENT AWARDS

- 2012 Cisco U.S. and Canada Architectural Excellence (Borderless Networks) Partner of the Year
- 2012 Cisco West Commercial Partner of the Year
- 2012 Cisco West Capital Partner of the Year
- 2011 Cisco National Technology Excellence - Borderless Networks Partner of the Year
- CRN 2012 Solution Provider 500 (formerly VAR 500)
- CRN 2012 Tech Elite 250
- 2012 Inc 5000 List

## THE SOLUTION

### AVG MONTHLY DEAL REGISTRATION PER REP - INCREASED 15%!



To improve their workflow and simplify the deal registration process, Nexus partnered with Vartopia and implemented Vartopia's deal registration solution for Salesforce.com CRM. The solution is integrated into SFDC and allows the deal registration process to be included in the normal sales workflow. This has made deal registration much easier for Nexus Account Managers, providing more accurate deal registrations.

As the saying goes, "You can't manage what you can't measure." The availability of data through Vartopia's centralized reporting and analytics platform allows Nexus to view registrations by opportunity, manufacturer, solution, sales territories, sales reps and status. Vartopia also allows Nexus to design custom reports and schedule automatic delivery via email.

"We expected to see some productivity gains, and we are seeing it now. Vartopia has really eased the data entry burden," says Castillo.

## THE BENEFITS

The numbers indicate that Nexus is on the right track.

Gross profit from deal registration has increased. "Our deal registration rates have increased an average of 15% per sales rep per month since we implemented Vartopia, and our total deal registrations increased 36%," Adds Castillo.

With more accurate deal registration data and better oversight of the process, Nexus has also increased deal approval by 26% from 2011 to 2012.

In Q1 and Q2 2013, Nexus also has seen a 47% decrease in denied registrations over the same period last year. Across 78 deals with a median deal size of 100,000 and an average program value of \$7,000, this translates to \$7.8M in gained program value opportunity.

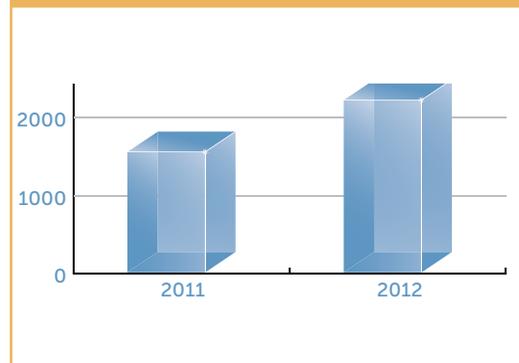
*"Vartopia has allowed us to better streamline our deal registration process across our sales operations. The ROI is clear: The Vartopia bundled integration with Salesforce makes it easier to register deals and saves our reps valuable time. They spend more time selling and less time on administration. There's a double benefit: our reps spend more time selling which means more opportunities to register. The more deals we register, the more margin we make on those closed deals. We make more money."*

- Dave Elsner, SVP Sales and Marketing

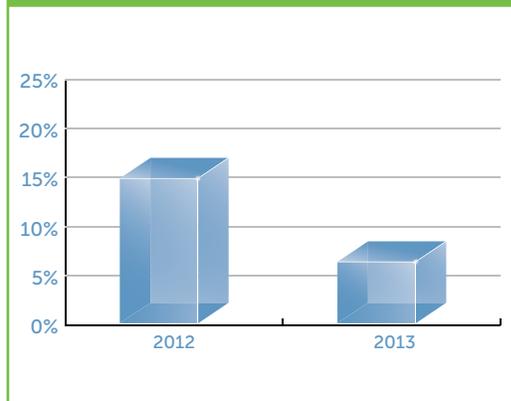
Management reporting has also improved dramatically. With the improvement in deal registration compliance and improved accuracy, Nexus now integrates deal registration analysis into their sales management reporting.

This provides sales management with the actionable insight to better manage the sales forecast and the financial profitability of each deal. "We ask our reps to register every deal. I use the Vartopia reports in tandem with our sales funnel report to compare the opportunities against deal registrations. Vartopia helps us manage sales performance and alerts us where there may be non-compliance or performance issues." Adds Elsner.

### DEAL REGISTRATION DENIAL RATES - DECREASED 36%!



### DENIAL RATE - DECREASED 47%!



## VARTOPIA INSTALLATION AND TRAINING

As a SaaS based solution already integrated with Salesforce, the Vartopia provides a fully turn-key implementation process. With the addition of more salespeople, Nexus has conducted training two times a year and anticipates this to continue.

*"Amazing. We've never had an issue with the Vartopia system. The implementation was straightforward - we had a couple of conversations around field mapping, and were ready to go. Vartopia has always been great with support, and has even helped with field-level questions. They even take the lead on training, there are some things I just don't know and they're there to make sure it goes right."*

- Dave Elsner, SVP Sales and Marketing

## THE FUTURE

As a result of the Vartopia implementation and improved operational efficiencies, Inside Account Managers are now better able to create opportunities and deal registrations within Salesforce. While outside Account Managers also enter deal information, Nexus sees a future where IAMs continue to take a more primary role in the deal registration process. This frees up the Account Managers to spend less time on administration and more time selling. As they continue to mature with the Vartopia solution, Nexus also envisions the opportunity to dedicate overlay personnel to further enhance the process.

Vartopia is also working with Nexus to add new Vendors to the Vartopia Network, as their goal is to have all their technology partners deal registration programs available in Vartopia.

*"We encourage all of our technology partners to connect to the Vartopia Network because doing so ensures we will maximize our participation in their channel incentive programs."*

- Dave Elsner

## 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.

