



Nectar Services Corporation

Enabling channel partners with easy-to-find, customizable content

Company profile:

HQ: Jericho, NY
96 employees

Revenue: \$4.3M

Overview: Nectar is the global market leader in monitoring and diagnostics software solution for Unified Communication services enabling IT and operation organizations to proactively ensure the end-user experience.

Issues with web, audio, and video communication can be a productivity-killer for any business. Nectar Services Corp. works with over 50 partner companies including Microsoft and Avaya to monitor and diagnose problems on their communications platforms to ensure a flawless end-user experience. Their existing partner portal was an unorganized collection of Sharepoint folders that lacked context about how they should be used throughout the sales cycle. To increase their own productivity, Nectar was looking for a way to foster collaboration between direct sellers and channel partners and establish an intuitive platform to access sales material.

Nectar implemented Seismic for their internal sales team and 850 partner sellers. Nectar's channel portal provides partners access to a library of tools and resources—including current news, presentations, white papers, brochures, training and more—delivering selling capabilities and content to help accelerate the close of every sale. Nectar's Seismic partner portal will help drive demand and grow revenue by:

- Giving partners one place to access content, deal registration, and pricing and quote materials
- Easily customizing selected content with Nectar and the partner company's messaging and branding
- Fostering collaboration between channel partner sales team and the Nectar sales team by using the same system to work on shared content directly in Seismic
- Saving partners time searching for content they need to help speed up the buying process