



Sherweb accelerates partner success using Qorus Content Hub to transform processes

Industry: Technology

Region: North America

Growth in SaaS and cloud solutions has been phenomenal over the past few years, sparking an explosion of Value Added Resellers (VARs) and Managed Services Providers (MSPs). These businesses represent potential avenues of growth for software distributors and independent software providers everywhere.

The goal for distributors is to equip these partners to sell as efficiently as possible, primarily by improving and streamlining the partner enablement process. On this front, value-added cloud solutions provider, Sherweb continues to be successful.

Situation

BUILDING A FUTURE-PROOF CHANNEL

Sherweb's approach is simple: help partners, no matter their size, add value to their customers by providing a tailored approach to their needs with the greatest productivity products and solutions on the market.

This cloud solution provider is so much more than just a distributor—they're a trusted business partner that listens and helps customers solve complex problems. Each partner they work with has a customized program designed for their unique needs and is supported by Sherweb's leading customer service and technical support team.

Their success relies on the success of its partner network, which has expanded and improved to become a truly future-proof channel. More than 6,000 Sherweb partners represent over 100 countries. Working as an extension of their business, Sherweb helps partners maximize every sales opportunity through stellar sales, technical and marketing support, among other resources.

"We provide value from the start of each relationship, using technology to offer our partners access to the resources they need to succeed, including the best content and services in addition to a simplified invoicing and billing platform," says Mathieu Leblanc, Director of Partner Success at Sherweb.

Sherweb partners are always looking for tools and content to simplify and accelerate their sales and marketing processes. As such, partners are encouraged to leverage Sherweb's resources to accelerate growth, reduce expenses and increase margins, including a range material and assets from the Microsoft Partner Network (MPN) website. Unfortunately, the MPN website can be time consuming for partners when it comes to locating and personalizing content and resources on a daily basis.



"The Qorus Content Hub connects our partners directly to our specially-crafted sales and marketing content from the Microsoft 365 applications they work in. The ability to quickly find and tailor this content—along with thousands of Microsoft assets—without leaving their document or presentation provides a great productivity boost and will help our partners go to market faster and with less hassle."

Mathieu Leblanc,

Director of Partner Success at Sherweb

Solution

DIGITIZING THE PARTNER EXPERIENCE

When Microsoft invited Sherweb to become an early adopter of the Qorus Content Hub for the Microsoft Partner Network, Mathieu and the team were very interested.

Using the Qorus Content Hub sales enablement platform, Sherweb equips its partners' sales and marketing teams with Microsoft partner content their end-customers need and want. This accelerates the sales process and boosts productivity.

Results and outcome

MICROSOFT SALES AND MARKETING CONTENT AT PARTNERS' FINGERTIPS

Sherweb partners can now access this content quickly, get to market faster and close more deals.

"The Qorus Content Hub connects our partners directly to the MPN website from the Microsoft 365 applications they work in. The ability to quickly find and tailor MPN content without leaving their document or presentation provides a great productivity boost. The initial reaction has been very positive, and we have just launched our own Sherweb content hub for our partner base," says Leblanc.

Using Qorus Content Hub

Qorus Content Hub is the sales enablement platform that connects people, content and data to help organizations get to market fast and close more deals.

Indirect providers like Sherweb use the Qorus Content Hub to accelerate channel sales by seamlessly connecting downstream partners to their content—directly from Microsoft Outlook, Word or PowerPoint. Content can also be shared in Microsoft Teams, taking provider-partner collaboration to another level.

Partners using the Qorus Content Hub have reported:

- 50% less time searching for content
- 5x faster creation of pitches and proposals
- \$20k annual productivity saving per user

62% of Qorus users reported a noticeable increase in sales productivity, resulting in a 20% increase in sales velocity.

This has meant

- Qorus connects Sherweb partners to their organization's best sales and marketing content
- All Microsoft partners also get no-cost access to all Microsoft Partner Network (MPN) content
- Content is recommended to partners based on their interests and needs
- After using content to build their own presentations and documents, partners can share these with their customers
- Partners can also track how those customers engage with each document, leading to smarter follow-up conversations
- Sherweb benefits from deep insights into what content is used and how effective it is

About Sherweb

Keep it simple with one cloud solutions provider. More than 6,000 partners and 60,000 companies worldwide grow their business using Sherweb's value-added services. We support you with business strategies, cloud services, operations and go-to-market expertise. Whether you're an MSP, VAR, ISV, vCIO, SMB or any other flavor of tech professional, we can help you reach your full potential by creating a tailored approach to your needs. Focus on the next step, get the best business-critical products and solutions and simplify the way you work with our team of cloud experts. With Sherweb, you'll be surprised by what you can achieve.

See Qorus in action!

Boost productivity, enhance the customer experience, and accelerate the sales process with Qorus.

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About Qorus

Intuitive and easy to use, Qorus enables your sales force to build a customized, professional, engaging proposal in minutes versus hours. Qorus makes it easy for your sales force to prepare proposals quickly, with personalized content. Qorus can help with the mountain of effort required to answer RFPs, RFIs, RFQs with pitches, presentations and ultimately SOWs to win business.

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