



Nimble gives global partners instant access to market-ready content with Qorus Content Hub – helping them close more deals, faster

Industry: Technology

Region: Global

Nimble – the Simple, Smart CRM for Microsoft 365 – is a partner-focused company that offers its partners the opportunity to deliver the next generation of CRM, social sales, marketing, and relationship management software.

The cornerstone of Nimble’s go-to-market strategy is its Solution Provider Program, through which it equips its partners to build foundational expertise and grow their Nimble practices.

Situation

Nimble was looking to offer a secure and intelligent proposal management and sales enablement platform that would assist in creating sales materials and quality responses to RFPs, RFQ, and RFIs.

The company has over a thousand partners spread across the world. Nimble had been sharing resources with them via PowerPoint and over email but lacked a single central repository. The company was looking for a way to store its content so that partners could access it in every place they work.

“Our partners are among the best in the world, and they deserve the best resources,” explains Yajas Chopra, Channel Marketing Coordinator at Nimble.

Solution

PRACTICAL, PROFESSIONAL, AND EASY-TO-USE RESOURCES FOR PARTNERS

Nimble invests in their customers’ and partners’ success. As part of its ongoing effort to provide a seamless partner experience, the company selected and deployed Qorus’ proposal and sales enablement software, offering partners a way to accelerate channel sales by helping them to assemble and customize customer-ready content faster than ever before, build personalized presentations in minutes, find and combine the most effective pieces of their content with data-driven

content recommendations, and discover who and what drives a successful proposal with built-in measurement tools.

They were introduced to the Qorus Content Hub by Microsoft and immediately saw its value and are now pleased to offer it to their entire partner base.



“The fact that the Qorus Content Hub is so deeply integrated with Microsoft 365 is what sold it for us. Our partners can now instantly access the content they need directly from their Office applications such as Outlook, or online via the Qorus web portal. Providing professional, ready-to-go resources is a really powerful way to make life easier for our partners. Whenever I introduce this benefit to new or prospective partners, I find that they start to use our content resources faster and more frequently.”

Yajas Chopra,

Channel Marketing Coordinator at Nimble

Results and outcome

THE POWER OF PARTNER-TO-PARTNER RELATIONSHIPS IN THE MICROSOFT ECOSYSTEM

The majority of Nimble’s partners are also Microsoft partners using Microsoft 365, which means they can access the Qorus Content Hub in just a few clicks. Microsoft partners also benefit from no-cost access to Microsoft Partner Network (MPN) content using the same Qorus Content Hub.

“This is a great example of Microsoft’s Partner-to-Partner (P2P) Motion working to bring added value to our partners and their clients,” says Chopra.

This has meant

- Partners are not only able to access market-ready content from Nimble and Microsoft, but those who partner with SherWeb have instant access to a third valuable source of content.
- Qorus has been rolled out to their entire partner base and is incorporated into the onboarding process for new partners.

A MORE INSIGHTFUL APPROACH TO CONTENT STRATEGY

While setting up Qorus Content Hub, Nimble's Partner Team had the opportunity to review and refresh some of its long-standing content.

"It's been a great exercise in auditing what we currently have available for partners and whether it's all up to their standards," says Chopra. "We also benefitted from best-practice advice from our Qorus Customer Success Manager, who helped us ensure that partners will be able to search for and find content easily."

This has meant

- The Channel Marketing Team has already gathered helpful insights into how partners are using content, e.g. they can see that their partners use their battle bard and case studies most often; and
- This great insight allows them to focus on improving and creating more of this type of content for their partners.

The next steps for Nimble include using the content usage data collected by Qorus to determine which content is most or least valuable to its partners and plugging any content gaps.



"At the heart of our business is the understanding that relationships matter. In this context, partner-to-partner relationships are driving innovation, productivity, and success for companies around the world. It's great to be part of Microsoft's partner ecosystem and to see the tangible benefits it brings."

Jon Ferrara,

Nimble CEO, experienced entrepreneur, and serial start-up founder

About Nimble

Nimble is the leading global provider of a simple, smart CRM for small business teams using Microsoft 365 or G-Suite. As a partner-focused company, they offer partners their Solution Provider Program to equip partners with the foundational expertise needed to grow their Nimble practice.

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.