Constellant®

2021 | Giving the partners of Cisco and Avaya the self-service experience they crave.

Case Study: Partner Module

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Overview

Ecosystem Management-as-a-Service (EMaaS) products don't just facilitate seamless information flow and exchange. They're designed to simplify and streamline every stage of your developers', partners', customers' and employees' lifecycles.

Constellant's dpEngine (digital platform Engine) is a cloud-based software platform that provides the Ecosystem-in-a-Box functionality required for EMaaS, along with data collection, reporting and analytical capabilities.

dpEngine provides a wide range of capabilities through its Partner module, giving partners a lasting impression. With a dashboard that promotes self-service, automated workflows for approval and certification, and tier-based benefits, partners have the tools they need to solve problems and innovate faster.

In this Case Study, we review how two companies in the communications industry, Cisco and Avaya, leveraged EMaaS to improve their digital ecosystems and enhance the experience of their partners.

Problem

Partner Challenges

Cisco and Avaya both faced issues related to the management of their digital ecosystems. They recognized the **need for a simpler solution that would improve their digital ecosystems to empower partners.**

Cisco's original program – Cisco Developer Network (CDN) – was focused on solution partners and their technical community. It worked well for the first few years but **after a while it started to become tedious for partners to maneuver through the program**.

As Cisco's technology portfolio grew, so did the complexity of their website. It became harder and harder to tell which products were the best fit for integrations. And it became harder to figure out even how partners could integrate them. Both partners and developers needed critical information. **But they needed a simpler way to get it.**

Avaya, as their interoperability testing program quickly evolved, worried about maintaining the scope and services while supplementing it with new initiatives. A gap analysis revealed they were **falling short in depth, usability and completeness**. The team simply **couldn't scale their program without a huge amount of manual effort**.

CISCO

Leading innovator in networking solutions

AVAYA

Leading innovator in business communications

Solution

How the EMaaS Partner Module Helped

Ecosystem Management-as-a-Service (EMaaS) provides the software and data required to create, maintain, and scale an organization's external and internal ecosystems. In each case, EMaaS allowed the company to focus on building partner relationships instead of tediously creating the tools to manage those relationships.

In the partner realm, Constellant started working with **Cisco** to create and support the backend portal for the Solution Partner Program. The infrastructure was built to **support a broad range of capabilities that would enhance the user experience**.

Avaya knew that they'd no longer have gaps in functionality with EMaaS, meaning they could instead **focus on automating workflows in key areas**. The team re-launched the program, migrating 70,000 users and 21,000 companies, transforming it to deliver a mobile-first experience.

Features: Cisco Solution Partner Program

> **By leveraging Constellant's dpEngine software platform, we were able to scale our solution partner ecosystem and generate more revenue while delivering consistent partner experiences.**
>
> Marcia Harlow, Cisco Global Solution Partner
> Program Strategy and Operations

The broad range of capabilities included:

- Single sign-on
- Unique registration
- Integration ith partner databases
- API documentation
- eCommerce
- Support tools
- Ingestion of product data
- Intelligent routing for sign-off of approved technology
- A robust certification process

Features: Avaya DevConnect

> **Constellant is more than a supplier. They are a partner, so treat them as such. Don't just ask them to deliver, ask them to help solve – these are very smart people. They can solve lots of challenges.**
>
> Jon Alperin, Global Managing Director of Developer Relations (DevConnect)

Avaya's re-launched system included:

- Content management
- Administrative workflows that followed best practices
- Advanced search functionality for users to find what they need
- Tracking functionality and reporting components
- Responsive design elements
- Modern forum boards
- Automated workflows
- Enhanced support with notifications
- Tools to improve online documentation
- Single sign-on with other Avaya web properties
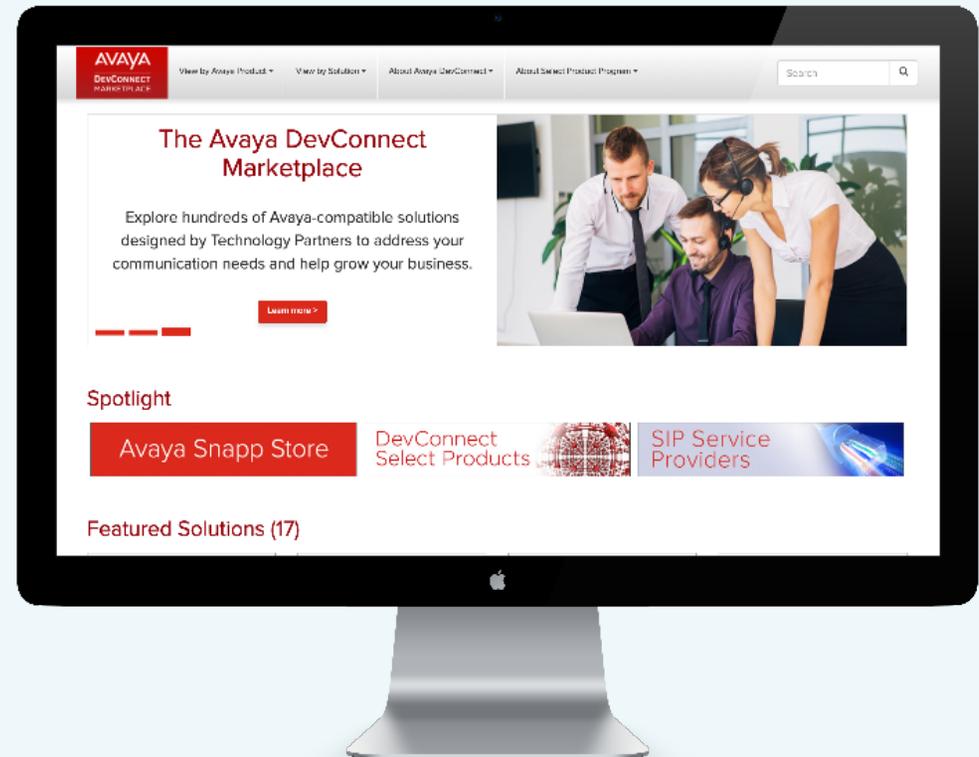
Results

Cisco

Today, Cisco's Solution Partner Program (SPP) is deservedly recognized as a best-in-class partner program around the world.

The Solution Partner Program (SPP) has grown by 40% since being intentionally separated from the formerly unified developer and partner program.

Now, Cisco can keep expanding its tech portfolio, with many more applications integrating with the existing technology, so it can keep offering its rapidly growing customer base even more options.

Cisco can remain a leader in its segment because it's doing so much to support its partner community as it innovates faster and more effectively.

Avaya

The DevConnect program has helped the team dramatically improve their online documentation, drive awareness of new products, improve support ticketing and help product teams reach the DevConnect community.

- The number of partner companies has grown by 38% (from 21,000 to 29,000)

- Web traffic has been increasing the whole time

The program is still growing the revenue potential of the whole company and enabling them to introduce new product portfolios as they expand their audience to include cloud, mobile and WebRTC-oriented developers.

Contact Us to Improve Your Partner Program