

*2021 | Giving the partners and developers of Avaya, Blue Prism, and Calabrio an easier way to sell to the market.*

## **Case Study: Marketplace 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.

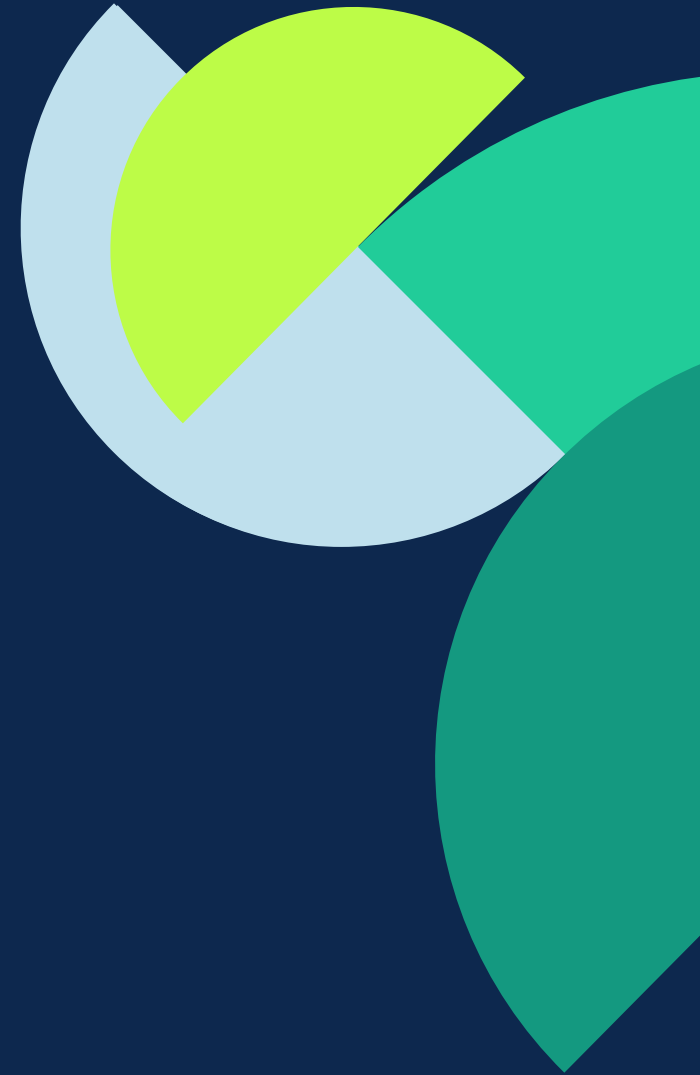
dpEngine provides a wide range of capabilities including the Marketplace software module. With this, you can give partners and developers an easier way to sell to the market, automate the processes you need to collect their information and connect them to internal stakeholders for approval, and implement advanced search and filtering so it takes customers less time to find the solutions they need.

In this Case Study, we review how three different companies implemented the Marketplace component of EMaaS to achieve their digital ecosystem goals:

**Avaya:** Growing a Digital Ecosystem with EMaaS

**Blue Prism:** Increasing Customer Success Through a Self-Service Digital Ecosystem

**Calabrio:** Driving Innovation With an All-Encompassing Solution



# Problem



## Marketplace Challenges

Avaya, Blue Prism, and Calabrio all faced issues related to the management of their digital ecosystems. They realized the immense challenge of taking a “DIY approach” and recognized the **need for an integrated marketplace platform that would work synchronously to empower developers, partners, and customers alike.**

**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.**

**Blue Prism**, on the other hand, was starting from scratch, with plans to build their Digital Exchange (DX) from the ground up in order to **ease the frustrations of their partners who were working to provide software enhancements by serving as a middle man.** As they began executing their plans to matchmake solutions with customers in a self-service model, they **realized the challenges of handing this endeavor themselves.**

**Calabrio** recognized their internal development and integration processes weren't living up to expectations and saw the **need for automating workflows and establishing long-term relationships with external developers who could support custom integrations.** They also wanted to **make those integrations available to the public in a self-service way,** without becoming the middle man.



Leading innovator in business communications



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# Solution



## How the EMaaS Marketplace 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 and customer relationships instead of creating the tools to manage those relationships. They could direct attention to building digital ecosystems instead of spending time and money creating an ecosystem management infrastructure.



**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 DevConnect, migrating 70,000 users and 21,000 companies to a new system and even decided to migrate the DevConnect marketplace over to that same system, transforming it to deliver a mobile-first experience.



**Blue Prism** recognized the **value of the self-service component** to Constellant's dpEngine and its focus on the consumption side. These features and functions continue to **enhance the program through automated merchandising and more accurate matchmaking**. With these improvements, customers can find the solutions they need quickly, instead of having to build it themselves.



**Calabrio** realized that its developer program and marketplace would be best powered by dpEngine. An **immediate download and installation process created in the marketplace gave customers tools on demand**. The scalable system from Constellant gave them the tools they needed to get updates into the hands of their customers efficiently.

# 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 DevConnect backed by dpEngine includes:

- 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



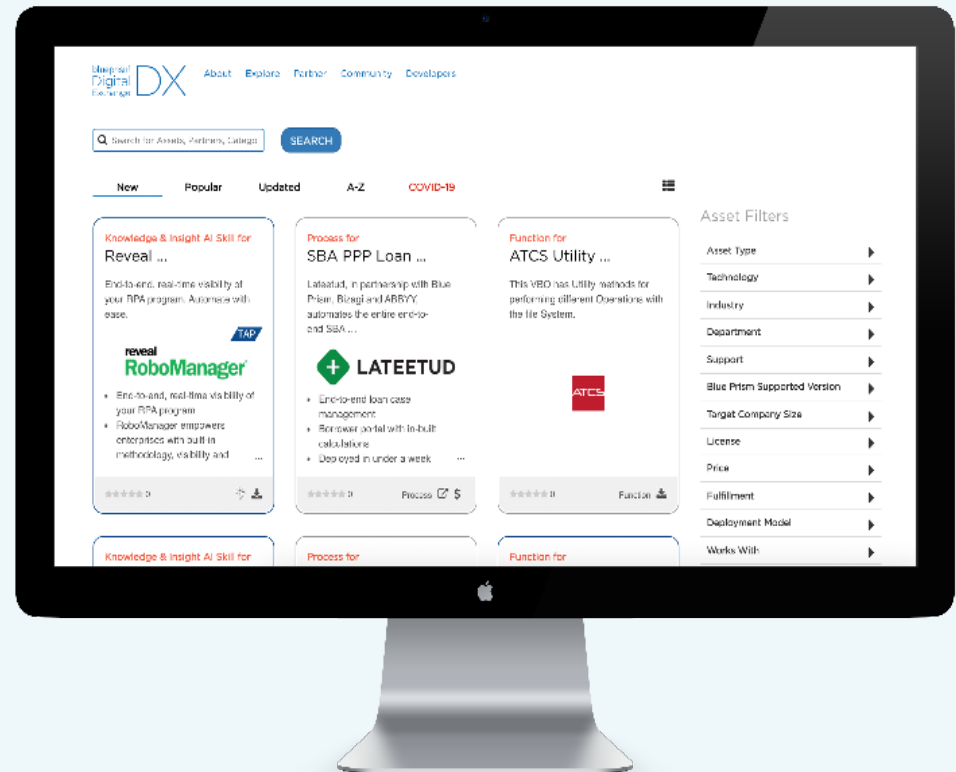
# Features: Blue Prism DX

The solutions available in the DX marketplace amplify the value that Blue Prism customers get out of their licenses. Because of this, the value of the DX to Blue Prism can't be quantified - it's invaluable.

Paul Nerger, VP Digital Exchange

## Blue Prism's DX backed by dpEngine includes:

- Private assets which enable a company to restrict access to members of that company and/or share across multiple companies
- Curated assets which enable a company to restrict access to members of that company
- Popularity filter to quickly identify most sought after materials
- Ratings and reviews
- Robust asset card display, search and filtering
- Automated merchandising and matchmaking



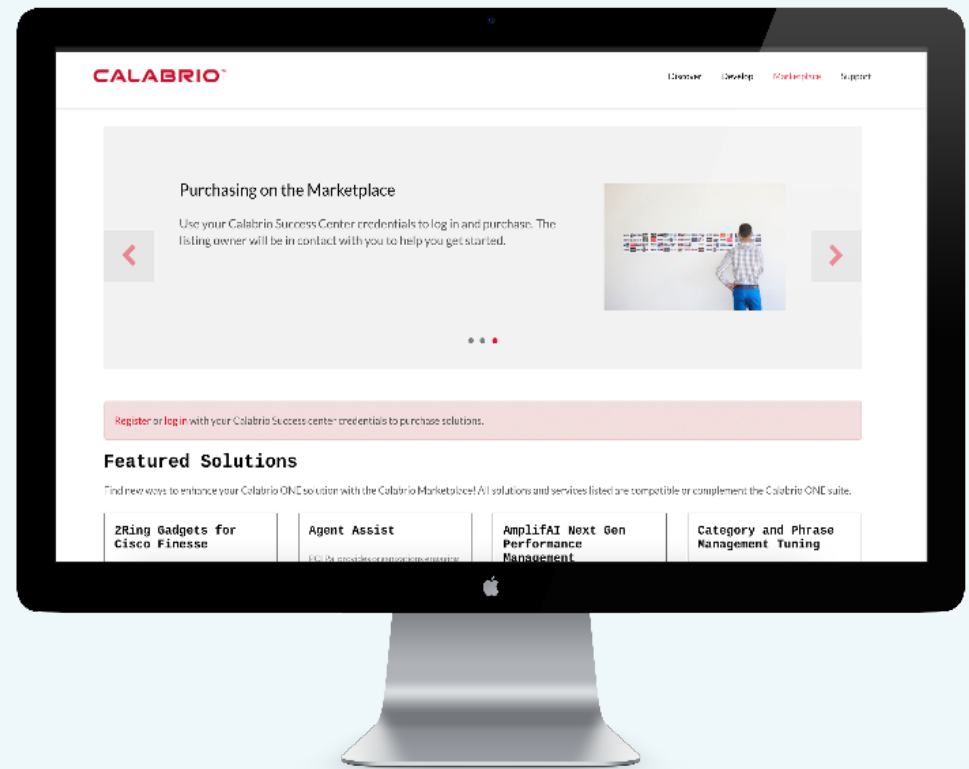
# Features: Calabrio's Marketplace

Constellant's dpEngine was the only solution I found that offered developer program and marketplace capabilities that worked synchronously.

Mary Black, Development Platforms Program Manager

## Calabrio's Marketplace backed by dpEngine includes:

- Self service solution selection and purchase
- Support for multiple purchase options
- Streamlined fulfillment process
- Immediate download upon payment





# Results

## Avaya

The new 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 developers has increased 43% (from 70,000 to 100,000)
- The number of partner companies has grown by 38% (from 21,000 to 29,000)
- Web traffic has been increasing

## Blue Prism

With the support of Constellant, the reinvisioned DX offers a better, faster, and cheaper option to its partners. Solutions available on the DX are going to be better (with more thought behind them), faster (ready for download and use in two minutes), and cheaper (without the time, effort, and money to debug).

Furthermore, Constellant has given Blue Prism the tools and expertise to continue to optimize merchandising and matchmaking efforts, further enhancing the marketplace. We are excited to see how the DX continues to grow and where it will be in the future.

## Calabrio

Having only officially launched its developer program and marketplace in May of 2020, Calabrio is already seeing how the two are driving innovation and increasing customer satisfaction. Furthermore, the team is well on its way to surpassing goals of establishing new partnerships.

With the support of Constellant, Calabrio's custom integration development processes and customer engagements are easy, personalized, and smart. Constellant has given Calabrio confidence with a trustworthy, all-encompassing solution.

Contact Us to Build a Marketplace