

# WINNING EDGE 365 SUITE



## Partner Relationship Management

[www.winningedge365.com](http://www.winningedge365.com)



PARTNEREDGE

## PRM Core Platform

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EDGE 365 SUITE



***Supercharge Your Channel!*** Our **Winning Edge 365 Suite** is the most advanced, cloud-based **Partner Relationship Management** solution to onboard, nurture, reward and empower your channel partners. Built on the world's most powerful platform, you have the assurance of the best uptime guarantee in the business (99.9%). Microsoft Dynamics 365 harnesses the power of AI and Machine Learning to continuously enhance the relevance of the platform.

Microsoft's acquisition of LinkedIn, coupled with Microsoft Social Engagement, provides valuable insights into the sales process. Unparalleled scalability, global reach, and security adds up to a winning combination. That's why we call it Winning Edge 365. We think you'll see why.

Partner Portal

Partner Recruiting/Onboarding  
Opportunity/Deal Registration

Business Plans

Asset Library Management

Training & Certification

Notification Engine

Reporting and Analytics





MARKETINGEDGE

## Marketing Edge Overview

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The **Marketing Edge** module of our **Winning Edge 365 Suite** provides everything you need to effectively recruit, onboard and maintain the partner relationship. With full-featured tools for To-Partner Marketing, MDF, co-branded collateral, event calendar and social engagement, you'll have the latest technology for navigating the digital transformation journey.

Find and nurture more sales-ready leads by moving beyond basic email marketing. Prioritize leads, automate hand-off, and track progress with shared information and connected processes. Use intuitive drag-n-drop tools to create custom landing pages, email templates, dynamic marketing lists and multi-stage campaigns in minutes.

## Marketing Edge Features

To-Partner Marketing

Lead Management

MDF

Co-Branded Collateral

Event Calendar

Social Engagement

Reporting and Analytics



LOYALTYEDGE

## Loyalty Edge Overview

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The **Loyalty Edge** module of our **Winning Edge 365 Suite** delivers break-through innovations that offer ultimate flexibility, allowing your reward programs to mirror the most sophisticated B2C programs. By combining a rich set of standard earning rules, limited-time offers and sweepstakes, you have the power build brand loyalty that will be the envy of the competition.

What's even better, our PRM solution is designed from the ground up to handle complex multi-location partner business models. For the first time the business owner has the power to decide who can redeem rewards--the locations or only the headquarters where rewards rollup. Allowing locations to earn and redeem rewards empowers each partner to decide how to incentivize their teams.



Flexible Earning Rules

Limited-Time Offers

Sweepstakes

Reloadable Visa Cards

File Upload Center

Reporting and Analytics



WARRANTYEDGE



## Warranty Edge Overview

The **Warranty Edge** module of our **Winning Edge 365 Suite** helps seal customer relationships with long-term trust. Trust is difficult to earn and can be easily broken. Delivering excellence in your warranty program will build more brand loyalty than anything else you do.

Many companies see traditional warranties as cost-center rather than a profit-center. We go beyond printed cards and paper trails to change all that. Warranty Edge, built on Microsoft Dynamics 365, turns your warranty program into a profit center that generates trust, exceptional customer experiences, and competitive advantage.



## Warranty Edge Features

Register & Track Warranties

Installed-System Warranties

Claim Management

Extended Warranties

Knowledge Base

Connected Field Service

Reporting & Analytics



COMPETITIVEEDGE

## Competitive Edge Overview

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The **Competitive Edge** module of our **Winning Edge 365 Suite** gives your accounting department unprecedented insights into the state of your special pricing arrangements, partner performance and the business exposure of the program at any point during the year.

The Competitive Edge calculation engine utilizes the same invoice/POS data used by the Loyalty Edge rewards engine, so there's no duplication of data or effort. Flexible earning rules and automated processes take away the headaches, guess-work and errors common to special pricing arrangements.

Our Competitive Edge module is a unique even among the most respected PRM systems.

Special Pricing Arrangements

Flexible Earning Rules

Track Competitor Pricing

Upload File Center

Reporting and Analytics