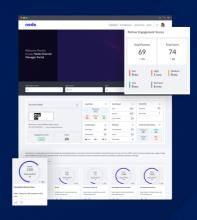# CHANNEL ENABLEMENT WITH Bridge™

Get next-generation PRM, Partner Marketing, Partner Sales Enablement and Concierge Services in ONE solution

Take partner experience to the next level with Bridge™ by enabling your channel partners on all fronts--Operations, Marketing and Sales.

Bridge™ offers the most comprehensive suite of channel enablement solutions available by covering every aspect of channel enablement, from partner recruitment to partner sales enablement and everything in between. Take a look at how you can strengthen your partner enablement initiatives with Bridge™!

Next-Gen PRM

- Partner Portal
- Learning Management System (LMS)
- Partner Training and Onboarding Certification
- Business Planning
- Opportunity Management
- Lead Routing
- Incentives / Rewards Management
- Co-branded Assets for Partners
- MDF Management
- Deal / Lead Registration
- Partner Tier Management
- 360-Degree Partner Insight / Channel Engagement Analytics
- Multi-Language Support and Localization (Partner Portal)
- Self-serve partner profile manager, partner locator, account-mapper
- Partner recruitment tools

Drip-Fed Marketing

- Social and Web Content Syndication
- Webinar Integration
- Video Personalization
- MDF Management
- Co-Branded Assets
- Email Marketing
- Personalized Asset Generation
- Lead Generation
- Localized Marketing Automation
- Campaigns for Marketing
- 360-Degree Prospect Insight
- Reporting & Analytics
- Lead Management
- Lead Scoring
- Lead Nurturing
- Landing Pages

Partner Sales Enablement

- Playbooks & sales sequences
- Distributed CRM integration
- E-Contract signing
- Guided sales & solution selling
- CPQ engine
- Sales asset management
- Plugins
- Template-based asset creation
- Content syndication
- Personalized sales proposal & presentation
- Asset recommendation
- Mobile access
- Global asset search, filters and tags
- 360-degree prospect insight
- Alerts and notifications
- Asset Personalization
- Lead reporting
- Voice integration

Trusted By

Unlimited Sales and Marketing Service and Support at No Additional Cost!

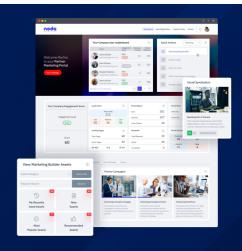![mindmatrix — One Platform: Enabling Sales Ecosystems]

END-TO-END PARTNER MARKETING WITH Bridge™

As the leader in partner marketing, Mindmatrix offers powerful partner marketing solutions through Bridge™, covering to, through, with and for-partner marketing automation comprehensively.

Bridge™ offers powerful partner marketing solutions covering to, through, with and for-partner marketing comprehensively.

Bridge™ offers end-to-end partner marketing tools that are powerful, easy to use, and integrate seamlessly with corporate marketing strategies. The Bridge™ partner marketing platform offers you marketing in a box, through its integrated product and solution-centric approach to marketing. Though loaded with features and extremely powerful, The Bridge™ partner marketing platform comes with an intuitive modern interface that makes it easy to use. The Bridge™ partner marketing platform offers extensive Through Channel Marketing Automation (TCMA) tools to engage partners by helping them leverage corporate messaging, build their brand and drive revenue at the local level.

Vendors can engage in highly effective to, through, with & for-partner marketing campaigns by leveraging these key features of the Bridge™ partner marketing platform

- Social and Web Content Syndication
- Webinar Integration
- Video Personalization
- MDF Management
- Co-marketing & Co-selling
- Asset Co-branding
- Email Marketing
- Personalized Asset Generation
- Lead Generation
- Localized Marketing Automation
- On-behalf Marketing Campaigns

- Lead Generation
- Localized Marketing Automation
- On-behalf Marketing Campaigns
- 360-Degree Prospect Tracking
- Campaign, Asset, Partner and Lead Reporting & Analytics
- Brand Management
- Lead Management
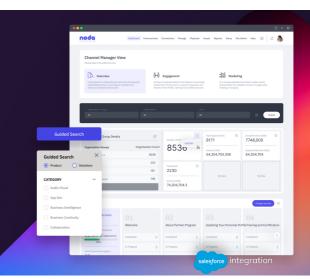- Lead Scoring
- Lead Nurturing
- Landing Page Creation

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RADWIN Five9 D&H ptc THALES Building a future we can all trust

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mindmatrix
One Platform: Enabling Sales Ecosystems

ONE PLATFORM, THE BRIDGE TO SUCCESS!

Bridge™ 5.0: A Unified Platform built to Engage and Enable Your Partners, Alliances & Direct Sales Teams

salesforce integration

Connect. Enable. Simplify

Bridge™ disrupts the partner, alliance, and direct sales landscapes with the most comprehensive sales ecosystem enablement solution the industry has seen to date. Bridge™ expands sales ecosystem enablement beyond its traditional boundaries facilitating **many-to-many interactions** effectively. With powerful tools for **direct and partner enablement, next-generation partner relationship management, to, through, with & for-partner marketing, and a powerful multi-vendor solutions hub,** the Bridge™ platform offers end-to-end sales ecosystem enablement, connecting different elements of the sales journey seamlessly like never before.

Sales Ecosystem Enablement

- A personalized collaboration platform that powers shared marketing, sales, and service experiences
- Recruits, engages, guides, and grows, ecosystem partners easily
- Automates partner onboarding & partner sales enablement
- Measurement, and reporting tools for managing the entire buyer's journey
- Seamless integration with 3rd-party business systems
- A "single pane of glass" for managing the entire sales ecosystem.

Partner Marketing

- The ONLY TRUE marketing automation platform with to, through (TCMA), with and for-partner marketing tools
- Execute partner marketing programs across all partner types and sales motions
- Drive partner engagement with automation, unlimited global sales support and concierge services
- 360-degree visibility across all aspects of the channel (**PRM, Partner Marketing & Partner Sales**)
- Industry-first features like video personalization, automated partner profiling, and end-to-end program automation
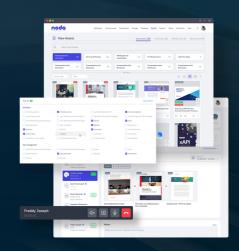
Multi-vendor Solutions Management

- APIs for many of the industries' solutions and platforms that may already be implemented
- Powerful multi-vendor technology solutions configuration engine
- Tools facilitating guided selling, multi-vendor collaboration and easy revenue management
- Self-serve partner profile manager, partner locator, account-mapper, solution center and marketplace features are some of the key features of Bridge™'s multi-vendor solutions management module

Unlimited Sales and Marketing Service and Support at No Additional Cost!

DIRECT SALES ENABLEMENT WITH Bridge™

Experience end-to-end Direct Sales Enablement with Bridge™

Taking your direct sales enablement initiatives to the next level is easy with Bridge™. Bridge™ offers sales training, onboarding, sales automation, sales asset management & marketing automation, all In a single platform.

Direct sales enablement has a lot of elements in it and each one needs to be addressed effectively. These include sales training, onboarding, automation of complex sales processes, managing personalized sales asset creation and delivery and ensuring your direct sales teams get all the support from the corporate marketing team whenever they need it. Bridge™ is a comprehensive sales enablement platform that makes it all happen in one place. Here are some of the key features of the Bridge™ sales enablement software that you can leverage to build sales teams that are smarter, faster and more successful.

Sales Automation

- Email automation
- Click-to-dial automation capabilities
- Print marketing
- Social media automation
- Lead alerts and notifications
- Sales playbooks
- Email contract signing
- Gmail/Outlook 365 plugins with tracking

Training & Onboarding

- Reduce ramp-to-revenue time
- Prepare and share effective training materials
- Set alerts and reminders for sales for training/certification completion
- Track and monitor performance during the training phase
- Conduct certification programs to assess training needs
- Share processes, business trends and consumer insights with sales teams efficiently

Sales Asset Management

- Template-Based Asset Creation
- Asset Permissions
- Catalog Generation
- Proposal generation
- Asset recommendation
- Asset personalization (PPT, Emails, Landing Pages, PDF)
- Reporting & analytics
- Asset rating
- Roles-based asset access
- Asset approval and expiry
- Global asset search engine
- Mobile asset access
- Product database syndication
- Multi-language support (For assets)
- Integration with 3rd party asset management systems

Marketing Automation
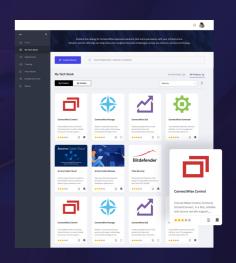
- Personalized asset generation
- Lead generation
- Content syndication
- Lead nurturing
- Social media automation
- Email marketing
- 360-degree prospect insight
- CRM/PSA integration
- Reporting and analytics
- Alerts and notifications
- Lead management (Smart lists/recipient lists)
- Lead scoring
- Multi-language support (Assets)
- Go-to webinar integration
- Landing page creation

ECOSYSTEM ENABLEMENT WITH Bridge™

Ecosystem Enablement with Bridge™:
Enable the various elements of your sales and marketing ecosystems effectively

Bringing the various elements of sales & marketing ecosystem together

Ecosystem Enablement plays a critical role in the success of B2B marketing and sales. Having great marketing and sales teams or a powerful partner network alone is not enough. Organizations need to ensure their entire business ecosystem is tightly coordinated and connected with each process and sub process-optimized and streamlined-so nothing slips through the cracks. Bridge™ makes the ecosystem enablement process easy by creating a conducive environment for collaboration that promotes transparency, alignment and communication among the various players in your sales ecosystem.

Easy co-selling & co-marketing solutions

Solution Center & Marketplace

Complete referral program automation

Co-innovation management

Multi-vendor content management

Aligning Sales and Marketing

Workflows

Real-Time Alerts and Notifications

Buyer's Journey Mapping

Reporting

Training and Onboarding

Integrations

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PARTNER RELATIONSHIP MANAGEMENT WITH Bridge™

Boost channel growth and performance and build winning partner relationships with Bridge™ PRM

Partner Relationship Management (PRM) is anything but easy. Attracting the right channel partners, training them, and keeping them engaged, while giving them the freedom to operate is a real challenge. Bridge™ PRM makes it all work. From recruiting, all the way to closing every sale, our PRM software makes sure no one drops the ball. Bridge™ PRM software covers every element of partner relationship management, including partner recruitment, training, performance tracking, opportunity management, lead assignment, partner incentives and more! But that's not all! We also offer unlimited marketing and sales service support (at no additional cost) so you can make the most of your investment in our platform.

Here's what you get with Bridge™ PRM software

Partner Recruitment

Partner Portal

Partner Locator

Product Locator

Partner Training & Onboarding Certification

Co-Branded Assets For Partners

Learning Management System (LMS)

Deal/Lead Registration

MDF Management

Lead Routing

Business Planning

Service And Support

Opportunity Management

Incentives/Rewards Management

PARTNER SALES ENABLEMENT WITH Bridge™

Help your partners close sales and boost channel sales revenue

Channel partnerships become successful when companies walk their channel partners through every stage in the sales process--from lead prospecting to closure. Through its sophisticated partner sales enablement tools, Bridge™ helps you cover the last mile of a successful channel relationship with your partners--closing leads.

Bridge™ helps some of the industry's leading vendors to power up their partner network by using these partner sales enablement tools

Playbooks	Asset Personalization	Plugins	E-Contract Signing
Guided Sales & Solution Selling	Distributed CRM Integration	Alerts And Notifications	Global Asset Search, Filters And Tags
Personalized Sales Proposal & Presentation	Template-Based Asset Creation	360-Degree Prospect Insight	Sales Asset Management
Asset Recommendation	Mobile Access	CPQ Engine	Content Syndication

Unlimited Sales and Marketing Service and Support at No Additional Cost!
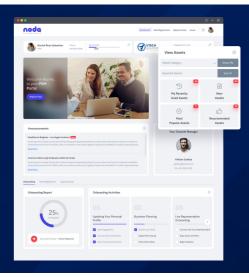
PARTNER PORTAL SOLUTION FROM Bridge™

A single-sign on partner portal that drives greater adoption by integrating sales and marketing tools with the partner environment.

Bridge™ offers the most comprehensive partner portal in the industry, covering every element of partner relationship management, partner sales enablement and partner marketing. What truly sets our partner portal solution apart from others is the fact that it seamlessly integrates partner sales and marketing enablement tools into the partner environment, thus helping drive greater adoption of the portal by channel partners. For channel partner relationships to be successful, vendors need to make it easy for partners to do business with them, and for them--meaning, make it easy for the partners to sell vendor products and services.

Here's how Bridge™'s partner portal helps you do that.

Indirect Sales Enablement Tools

- Playbooks
- Distributed CRM Integration
- E-Contract Signing
- Guided Sales & Solution Selling
- CPQ Engine
- Sales Asset Management
- Plugins
- Lead reporting
- Alerts and notifications
- Learning management systems (LMS) that offers partners access to training, onboarding and certification programs
- Business planning tools for partners
- Opportunity management tools
- MDF and co-op fund management tools
- Deal/lead registration mechanism
- Multi-language support and localization

Partner Marketing Tools

- Personalized asset Generation
- Co-branding of assets
- Content Syndication
- Localized Marketing Automation
- Social Media Marketing
- 360-degree prospect insight
- Lead management (Smart lists/recipient lists)
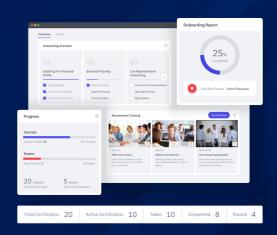- Lead scoring
- Lead nurturing

Manage Channel Relationships

- Partner tier management
- 360-degree partner insight/Channel engagement analytics
- Partner incentives and reward
- Learning Management and partner training
- Lead routing

Unlimited Sales and Marketing Service and Support at No Additional Cost!

TRAINING AND ONBOARDING WITH Bridge™

Helping your sales ecosystems learn and grow with you

Training & onboarding of salespeople and channel partners: getting the first step right

Companies know that a strong training and onboarding process is the foundation for successful sales and channel relationships, Yet organizations frequently struggle with this very important first step. Many don't have a concrete onboarding plan for their salespeople and partners. They don't see success with their onboarding programs because their onboarding programs are

- Too short and don't give the new recruits sufficient time to learn
- Don't cover all the areas effectively
- Lacking in their ability to measure the effectiveness
- Unable to identify the unique needs of new recruits and personalize the onboarding process to help them learn

Bridge™ helps you build great sales and partner onboarding programs by helping you overcome these challenges.

Powerful Learning Management System For Effective Partner Learning, Training And Certification

Give Your Salespeople And Partners In-Depth Business And Customer Insight

Measure The Effectiveness Of Your Training And Enhance Learning Experiences For Better Results
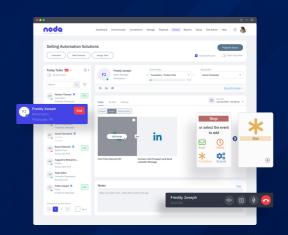
Reporting And Analytics

Training On Sales Processes And Strategies

SALES AUTOMATION WITH Bridge™

Help your salespeople sell more, faster with Bridge™ sales automation software.

Bridge™ helps companies build smarter sales teams that can sell more, faster, by providing them with a combination of sales automation tools that help them track, connect, respond to, and close leads faster. Make your direct sales teams smarter and more efficient at selling with Bridge™! Take a look at the Bridge™ platform's smart sales automation capabilities.

Email Automation

Social Media Automation

Print Marketing

Sales Playbooks

Gmail/Outlook 365 Plugins With Tracking

Lead Alerts And Notifications

Email Contract Signing

Click-To-Dial Automation Capabilities

How do you benefit from Bridge™ sales automation platform?

100% lead visibility with a 360-degree view of leads

Scalable sales process

Customized sales catalogs, presentations and proposals

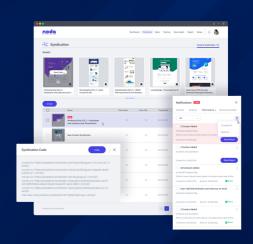**Quick, template-based, personalized sales content generation**

Assets for each prospect at each stage of the sales cycle

MARKETING AUTOMATION WITH Bridge™

Helping corporate marketing teams support sales ecosystems better

Scale up your sales without additional pressure using Bridge™ marketing automation software

Bridge™ marketing automation software makes it easier for your sales teams to match steps with the modern buyer by aligning your sales and marketing initiatives to the buyer's journey effectively. With Bridge™ you can enhance and control your company brand and messaging across all sales and marketing channels and support your sales ecosystems effectively without overstretching yourself or the marketing budget. Leverage the Bridge™ platform's powerful marketing automation features to automate your marketing process across different stages of the buyer's journey and manage your entire marketing funnel with ease.

Personalized Asset Generation

Social Media Automation

360-Degree Prospect Insight

Alerts And Notifications

Content Syndication

Email Marketing

Lead Nurturing

CRM/PSA Integration

Reporting & Analytics

Lead Generation

Lead Scoring

Lead Management

Go-To Webinar Integration

Multi-Language Support/Localization

Landing Page Creation

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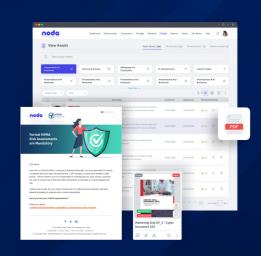
SALES ASSET MANAGEMENT WITH Bridge™

Make your sales and marketing assets work more efficiently with the Bridge™ sales asset management platform

Create, store, retrieve and track your sales and marketing assets in one click with our smart sales and marketing asset management tools

Bridge™ serves as a single storage repository for all your sales and marketing assets, tracking asset performance, offering mobile access to assets and helping you maintain brand integrity as well as meet compliance regulations. Bridge™ also offers content syndication of sales and marketing assets to third party sites for use by salespeople. Let's take a look at some of the key features of the Bridge™ platform from the sales and marketing asset management perspective.

Asset Permissions

Template - Based Asset Creation

Catalog Generation

Proposal Generation

Asset Recommendation

Asset Personalization

Reporting & Analytics

Asset Rating

Asset Approval And Expiry

Lead Generation

Product Database Syndication

Global Asset Search Engine

Roles-Based Asset Access

Mobile Asset Access

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GET ON THE Bridge™ TO SUCCESS!

Bridge™'s smart solutions make it easy for partners to create custom solution sets using multi-vendor offerings. This allows partners to create solutions of their choice by mixing and matching the different offerings.

Our solutions

MSP Advantage Program

Salesforce PRM/Sales Cloud Integration

Learning Management System (LMS)

Solution Center & Marketplace

Business Process Automation

Partner Portal

Multi-vendor content management

Guided sales solutions

Easy co-selling & co-marketing solutions

Ecosystem Enablement

End-to-end lead management

Complete referral program automation

Co-innovation management

Influencer management

Vendor Services

Partner Concierge Services

Unlimited Sales and Marketing Service and Support at No Additional Cost!

THE MSP ADVANTAGE PROGRAM WITH Bridge™

Setting the bar in MSP marketing and sales with the most comprehensive MSP marketing and sales program. Used by over 50,000 MSPs and partners worldwide.

Too busy working in your MSP-IT business to work on it? You need the MSP Advantage Program!

Designed especially for the busy MSP by Mindmatrix, a company with 25+ years of sales and marketing enablement experience, the MSP Advantage Program offers a unique blend of sales and marketing support, content and technology to help MSPs truly succeed.
The MSP Advantage Program lets MSPs like you focus on what you do best: Providing Managed IT Services without worrying about sales and marketing, while still enabling you to attract new business. Here's what the MSP Advantage Program offers-

Pre-Packaged Personalized Content

- Emails
- Landing pages
- Social posts
- Blog postcards
- Newsletters
- E-guides

Multi-Touch Marketing Automation

- Email campaign automation
- Social content syndication
- Video/webinar personalization
- Integrated print campaigns
- Web lead generation, tracking & scoring

Bi-Directional PSA/CRM Integration

- Connectwise
- Autotask
- Salesforce
- MS Dynamics

Sales Enablement

- Sales automation with click-to-dial capabilities
- Gmail & outlook plugins for driving sales effectiveness

Concierge Services

- 5 hours/month of concierge services
- Monthly coaching to drive success
- Dedicated account manager

Guided Selling
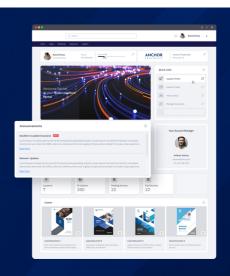
- Marketing & sales playbooks
- Workflows
- Dasboard

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mindmatrix
One Platform: Enabling Sales Ecosystems

AMPLIFY SALESFORCE PRM WITH PARTNER MARKETING ADD-ONS FROM Bridge™

Better engage and enable your partner community with Bridge™ while still leveraging your investment in SF Community PRM.

Hundreds of Salesforce PRM users are using Bridge™ partner marketing add-ons to get more out of Salesforce PRM. What about you?

Bridge™, from Mindmatrix, has an extensive partner marketing suite that is seamlessly deployed within SF PRM to provide a fully unified partner experience. As the industry's leading Partner Marketing Software, Bridge™ integrates seamlessly with Salesforce to deliver powerful partner marketing capabilities including to, through, with and for-partner marketing (including TCMA) within the Salesforce environment.

Bridge™ enhances the Salesforce PRM experience by allowing you to enable your partner community with the following partner marketing add-capabilities:

Automated Personalization And Co-Branding Of All Partner-Facing Content To Help Partners Market And Sell Better At Local Levels

Comprehensive Through Channel Marketing Automation (TCMA) Suite

Video Personalization (Intros/Outros, Co-Branded, And Personalized)

Other benefits of integrating SF PRM with Bridge™ include:

Sales playbooks

Solution selling

Detailed reporting

Asset management

Landing page setup

Lead nurturing campaigns

Training, certification and onboarding

Syndicated social media marketing

5-level Salesforce integration

Minimize sales and marketing friction

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COMPLETE REFERRAL PROGRAM AUTOMATION WITH Bridge™

End-to-end Referral Partner Automation: From lead generation to commission payout

Complete referral program automation: Lead generation to commission payout

Bridge™ helps you automate and scale your partner program efficiently. Bridge™ ensures that every step of your partner program is automated to perform like clockwork. Bridge™ offers companies a truly end-to-end program automation solution.

Lead Generation

Partner Recruitment

Commission Payout

Partner training & On-boarding

Configure Price Quote (CPQ)

Unified Dashboards for Leads, Opportunities, Commission, Orders, & Invoices

Co-branded or White-labeled Content

Trusted by

Lenovo · Spectrum▶ · CONNECTWISE · ADP · GENERAC

Adobe · Autotask · INTELISYS Independence. No limits. · Bitdefender · datto

Acronis · 8x8 · HCLTech · RADWIN · Five9

Unlimited Sales and Marketing Service and Support at No Additional Cost!

BUSINESS PROCESS AUTOMATION WITH Bridge™

Save time and money by automating even the most complex business processes to perfection!

Bridge™ has rich business process automation capabilities that allow you to streamline your sales, marketing and partner management processes.

People-dependent business processes are often cumbersome, time-consuming and inconsistent. Such processes break when the people responsible for them make a mistake or are unavailable. With Bridge™ in the picture, you can eliminate all of these challenges and adopt a streamlined process-based approach. Bridge™ brings scalability, consistency, efficiency, accuracy and reliability to your business processes through automation. Plus, you free up your resources to focus on more value-adding projects, instead of the mundane tasks, thus helping them achieve better levels of professional satisfaction.

Some of the processes you can automate include:

| **Commission Payout** | **Invoicing & sales reimbursements** | **Partner training, onboarding and certification** | **End-to-end partner marketing & sales support activities** | **Configure Price Quote (CPQ)** |

| **Contract signing** | **Lead management** | **Content management** | **MDF management** |

Unlimited Sales and Marketing Service and Support at No Additional Cost!

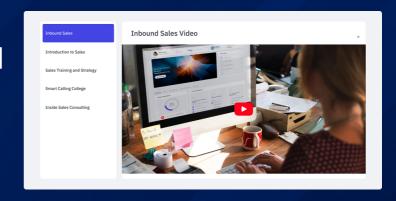Mindmatrix | 2425 Sidney Street, Pittsburgh, PA 15203 | Ph: 412.381.0230 | www.mindmatrix.net | sales@mindmatrix.net

LEARNING MANAGEMENT SYSTEM WITH Bridge™

Powerful Learning Management System for effective partner learning, training and certification

Inbound Sales	Inbound Sales Video
Introduction to Sales	
Sales Training and Strategy	
Smart Calling College	
Inside Sales Consulting	

Bridge™ allows companies to create learning curricula, course catalogs and similar training and educational coursework within the platform to share with their sales teams and channel partners. Bridge™ also allows you to set up live classrooms or instructor-led virtual training sessions.

Training on Sales Processes and Strategies

Measure the effectiveness of your training and enhance learning experiences for better results

Tests and certification programs that your partners and salespeople

Reporting and Analytics

The LMS module can be integrated with external learning experiences such as web-based training sessions, virtual (online) classrooms, or even actual classroom sessions with instructors. You can create different curricula and courses. This module is closely tied to partner incentive, scoring, recognition and gamification (badges & awards)--allowing companies to recognize outstanding partner performances.

Unlimited Sales and Marketing Service and Support at No Additional Cost!

MULTI-VENDOR CONTENT MANAGEMENT WITH Bridge™

Bridge™ has strong multi-vendor content management capabilities. The multi-vendor content management module supports our marketplace and solution center effectively by allowing channel partners to access sales and marketing content related to various products/services; offered by different vendors.

This allows the partners to generate personalized content for each solution bundle they create, making their marketing and sales efforts more effective. Partners can also share their content and solutions with other partners in their network.

Vendors still retain control over how their content is used and have full visibility of content usage by partners across their channel ecosystem. As a vendor, this also helps you understand which other vendor's offerings support yours and opens up new avenues for partnership and business growth.

Templatized assets   **Personalization**   **Asset management**   **Asset reporting**

Trusted by

Lenovo   Spectrum▶   CONNECTWISE   ADP   GENERAC

Adobe   Autotask   INTELISYS Independence. No limits.   Bitdefender   datto

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GUIDED SALES SOLUTION WITH Bridge™

Make selling fun, easy and repeatable through a guided sales process that deploys playbooks and collaboration rooms

Bridge™ supports guided selling through dynamic playbooks. These playbooks help you build a guided sales process by allowing you to define the process flow for all types of leads and all the steps in your sales cycle. You can also detail which marketing and sales assets should be used at each step of the sales cycle and target that information by customer vertical, geographic region, or other criteria. By documenting processes, assets and playbooks, you can make it easy for new channel partners and salespeople to sell. Our platform has the capability to suggest the right asset for salespeople and channel partners to share with their prospects—the one that is most relevant and thus most likely to be effective, based on various factors. The content is delivered to the salespeople and partners based on the buyer's attributes, engagement score, and buyer's behavior and is dynamically adjusted to resonate with the end audience.

Salient features of our playbooks

| Mobile access | Flexible, dynamic and action-oriented | Personalized playbooks | Voice integrated playbooks |

Powerful CPQ engine that facilitates guided selling

Bridge™ is also equipped with a powerful CPQ engine that allows you to configure product bundles and solutions, thus facilitating the guided sales process and simplifying proposal generation.

The CPQ engine further facilitates guided selling by

Assisting users in generating personalized proposals for each lead

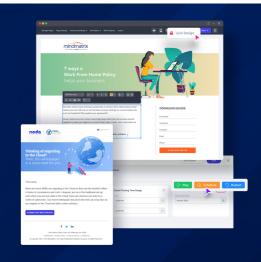Offering flexible pricing, markup and discount models

Supporting e-contract generation

Facilitating approvals for additional discounts

EASY CO-SELLING & CO-MARKETING SOLUTIONS WITH Bridge™

With Bridge™, you can engage in powerful co-selling and co-marketing campaigns with your channel partners. Deliver sales and marketing messages created at the corporate level, co-branded & personalized for your channel partners and their prospects

Your partners are too busy working in their business, with their clients, to focus on their brand and business development. Bridge™ helps them do all that and more without diluting the corporate brand and messaging.

Bridge™'s powerful co-selling and co-marketing tools include:

Asset Co-branding	Content Syndication	Email Automation	Personalized Asset Generation	Templatized Asset Generation	Social Media Automation

Trusted by

Lenovo | Spectrum | CONNECTWISE | ADP | GENERAC

Adobe | Autotask | INTELISYS Independence. No limits. | Bitdefender | datto
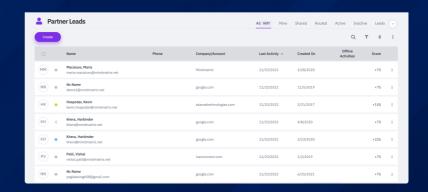
Acronis | 8x8 | HCLTech | RADWIN | Five9

END-TO-END LEAD MANAGEMENT WITH Bridge™

Lead management is the process of capturing leads, tracking their activities and behavior, and educating, qualifying and engaging them until they are converted into loyal customers. Bridge™ offers effective end-to-end lead management capabilities.

Lead sharing

Lead scoring

Lead reporting

Lead routing

Smart lead lists, alerts and to-dos

GDPR Compliance

Lead nurturing

CRM Integration

Meaningful lead interactions through asset recommendations and playbooks

Importing leads into the Bridge™ platform

A single repository for all lead communications, including e-contracts

Unlimited Sales and Marketing Service and Support at No Additional Cost!

Mindmatrix | 2425 Sidney Street, Pittsburgh, PA 15203 | Ph: 412.381.0230 | www.mindmatrix.net | sales@mindmatrix.net

VENDOR SERVICES WITH
Bridge™

Service and support for vendors to maximize the ROI from the Bridge™ platform

Helping you make the most of your investment in the Bridge™ platform

At Bridge™, we know that just investing in a sales or channel enablement platform is not enough. In fact, that is just the beginning. For your investment to yield results, the platform must be utilized to its fullest at both--the partner and vendor levels. From the vendor's perspective, we offer the following services to help you leverage the Bridge™ platform to the fullest.

Initial review & analysis

- Structure, technology and assets evaluation
- Evaluation of recruitment, training & onboarding process, if any
- Developing process for lead engagement, sales, marketing & channel enablement
- Business audit and gap analysis
- Overall marketing & sales analysis

Asset management

- Importing new assets
- Tagging assets (Filters, Expiration, Descriptions, Titles)
- Asset personalization setup (User and Company)
- Mapping assets to sales and marketing processes
- Assigning correct permissions to assets
- Ongoing evaluation and cleansing of current assets in the platform
- Sales and marketing playbooks & data room setup with correct assets

Communications & marketing

- Email templates setup with the HTML you provide (Our team will even recode if necessary to make emails compatible with the Bridge™ Platform upon request.)
- Drip templates setup
- Social assets setup
- Landing pages setup for lead generation, webinars, and promotions
- Prospect, customer, and lead list management

Ongoing product configuration and fine tuning

- New user and partner administration
- Scoring model fine tuning
- Lead routing management
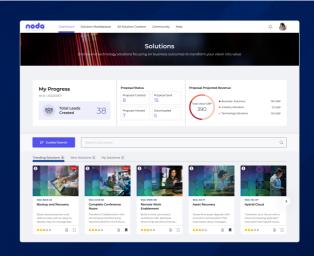- Interpretation of reporting and best practice recommendations

Partner training

- Monthly webinars and personalized training sessions

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SOLUTION CENTRE & MARKETPLACE WITH Bridge™

Bridge™'s smart solution center makes it easy for partners to create custom solution sets using multi-vendor offerings. This allows partners to create solutions of their choice by mixing and matching different offerings from multiple vendors.

Bridge™ acts like a marketplace, collating solutions from different vendors. This lets every solution provider build powerful solutions for their customers. Imagine creating custom solution sets or choosing from a wide range of pre-bundled solution sets made available to you in the Bridge™ marketplace.nThe Bridge™ solution center has been successfully deployed by some of the world's leading technology companies, including Lenovo and Acronis.

Solution locator & multi-vendor solutions hub

Our solution locator module facilitates peer-to-peer, multi-vendor relationships. Using our solution locator, your partners can also reach out to multiple vendor-partners and collaborate with them to help a prospect find the complete solution. By allowing your partners to leverage your extensive partner network, our solution locator facilitates easy solution selling.

Trusted by

Lenovo · Spectrum · CONNECTWISE · ADP · GENERAC

Adobe · Autotask · INTELISYS Independence. No limits. · Bitdefender · datto

Acronis · 8x8 · HCLTech · RADWIN · Five9

Integrations

Connect your CRM and Business Systems with Bridge™
Supports SAML, oAuth & API Integrations

ORACLE · HubSpot · NETSUITE · sage · REDTAIL

salesforce · CONNECTWISE · Autotask Professional Services Automation · ZOHO · sugarcrm

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SALES & MARKETING CONCIERGE SERVICES WITH Bridge™

Help your partners and salespeople sell more, faster

How can we help you? Bridge™ sales and marketing concierge makes every close easier. And faster.

One of the reasons sales and channel enablement programs don't yield the expected results is because the end-users--the salespeople and channel partners aren't responsive. They are too busy trying to sell, meeting with clients and in case of channel partners, and they even have their own business to run. Providing your channel partners with a sales platform, partner portal, training and certification programs, marketing and sales tools, etc.is one thing, but, ensuring they actually use them is a whole different ball game. Our sales and marketing concierge services ensure your investment in the Bridge™ platform is fully utilized. We take care of tasks like platform set up, campaign running, contact imports, etc., so your partners and salespeople can focus on what matters the most to them--closing their leads.

Exclusively designed to help partners and salespeople sell more, our sales and marketing concierge services include the following:

Sending emails	**Data scrubbing**	**Co-branded assets**	**Data cleanup & migration**
Editing landing pages	**Editing templates with personalized content**	**Generating marketing reports**	**Industry-related alerts**
Importing and organizing leads & sales assets		**Editing newsletter templates & sending newsletters on monthly basis**	

Unlimited Sales and Marketing Service and Support at No Additional Cost!