AppDirect

:copper

Copper Creates a Prosperous Channel Program with 50 Resellers Covering More than 100 Countries

With AppReseller, it's easy for partners to do business with Copper, and easy for Copper to grow its channel business.

Challenge

The mission of Copper is to help businesses sell more and more efficiently with a Customer Relationship Management (CRM) system that sales teams actually love to use. Deeply integrated with Google's G Suite, Copper's award-winning CRM eliminates tedious data entry with automation, while offering superior ease of use. With more than 25,000 customers—including Google, which recommends and uses Copper as its CRM—the company is definitely prospering.

Despite the success of Copper, when Michael Benayoun became the Director of Channel Sales, the company didn't have an essential element to drive growth and tap into new verticals and segments: a channel program. "Up to that point, the company was focused on direct sales," says Benayoun. "My job was to create a global channel program that would extend our reach to mid-market customers around the world."

While Benayoun was no stranger to running channel programs—he previously helped build the channel program at Backupify—he had his work cut out for him, with aggressive targets and expectations. It was fortunate that he already knew that one of the secrets to success was automating partner and channel management. "I knew that we needed a reseller management solution right from the start and that it didn't make sense to build it ourselves," says Benayoun. "Without automation, we wouldn't be able to scale at the rate we want to grow the channel business."

EXECUTIVE SUMMARY

COMPANY NAME: Copper

WEBSITE: www.copper.com

INDUSTRY: Software

LOCATION: San Francisco, California

CHALLENGE
› Launch a channel program for resellers and referral partners
› Create a centralized source of truth to avoid channel conflict and easily manage a rapidly growing roster of partners
› Expand to additional verticals, segments, and geographies

SOLUTION
› AppReseller

RESULTS
› Grew channel to generate nine percent of net new overall monthly recurring revenue (MRR)
› Increased channel program quickly from zero to 50 resellers covering more than 100 countries
› Made it fast and efficient to onboard and manage resellers and other partners

Solution

To launch and scale its channel program, Copper chose AppDirect's AppReseller solution based on its ease of use and strong focus on reseller management. "While we did our due diligence on solutions in the market, AppDirect was the only vendor committed to providing what we needed for robust reseller management and automation," says Benayoun.

AppReseller simplified the setup and management of the new Copper channel program. With AppDirect providing the foundation, Copper can onboard resellers quickly, review reseller generated customers and revenue, and gain insights into reporting and reconciliation. As Benayoun explains, "With AppReseller, all of our channel information is centralized, which gives us one source of truth and helps us avoid channel conflict."

"Any company serious about the channel should have a way for partners to easily interact with it. At the end of the day, it's my job to make it easy for our partners to do business with us and AppDirect helps us achieve that."

MICHAEL BENAYOUN
DIRECTOR OF CHANNEL SALES, COPPER

Results

In short order, Copper has built a strong channel program, with 50 resellers covering more than 100 countries on board. Together, these resellers already contribute nine percent of net-new monthly recurring revenue (MRR) for the company—with ample room to grow. In fact, Benayoun plans to expand the channel program beyond resellers and referrals to other types of partners, such as website developers, communications service providers, value-added resellers, and systems integrators.

Copper's partnership with AppDirect is prospering as well. "We like working with AppDirect for the same reason that our customers like working with us," says Benayoun. "It's a demonstrated commitment and passion for the product and the ability to influence the product roadmap based on our vision."

As Benayoun points out, AppDirect's long-term relationships with market-leading providers also makes Copper well-positioned for future expansion. "When we're ready to dive deeper, AppDirect's relationships with large telcos and other providers will be a big advantage to us," he says. "We'll be able to participate in those marketplaces when the time is right."

Benayoun adds, "Any company serious about the channel should have a way for partners to easily interact with it. At the end of the day, it's my job to make it easy for our partners to do business with us and AppDirect helps us achieve that."

ABOUT APPDIRECT

AppDirect is the leading platform for selling, distributing, and managing cloud-based products and services. Its flexible, modular technology enables organizations of all sizes to get to market quickly and cost effectively with an offering that meets their individual business needs. AppDirect-powered marketplaces, billing, distribution, reselling, and premium technical support services help providers—including Comcast, ADP, Zendesk, Deutsche Telekom and others—connect more than 30 million businesses to solutions from Microsoft, Google, GoDaddy, and more. AppDirect is headquartered in San Francisco with 13 global offices.

For more information contact
info@appdirect.com
or visit **www.appdirect.com**.

650 California Street, 25th Floor
San Francisco, CA 94108