Partner Relationship Management (PRM)

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Partner Relationship Management (PRM) is a combination of the software, processes and strategies companies use to streamline business processes with partners who sell their products. PRM systems are often web- or cloud-based and typically include a partner portal, customer database, and other tools that allow companies and partners to manage leads, revenues, opportunities and sales metrics. Partner relationship management systems also track inventory, pricing, discounting and operations.
Many companies rely on partner companies to sell products on their behalf as part of a channel strategy, in addition to or instead of using a direct distribution channel.

Those indirect channels may include value-added resellers (VARs), retailers, consultants, managed service providers (MSPs), systems integrators (SIs), original equipment manufacturers (OEMs) or independent software vendors (ISVs).

Having a partner relationship management system in place helps channel managers streamline all of their partner sales processes and minimize duplication within the business.
Perbedaan CRM & PRM

• PRM is similar to customer relationship management (CRM) in that companies use CRM systems to monitor the marketing, sales and service process of customer relationships. When working directly with a customer, a sales representative can target the consumer and work one-to-one with that potential customer. While CRM does help with the relationship between a business and a customer, it's much more focused on the C and M of CRM -- once it converts a lead into a customer, it's about managing that next purchase.

• When working with partners, companies need to put more emphasis on the relationship aspect, as it's the goal of both the partner and the managing company to profit from the relationship. To effectively do that requires a different type of management and thinking, including more negotiation in the selling process.
2 Tipe Distribution Channel

**Two types of distribution channels**

**One-tier distribution:**
Vendor sells to channel partner

- PRODUCT VENDOR
- VAR, SI, MSP
- END CUSTOMER

**Two-tier distribution:**
Vendor sells to distributor, which sells to channel partner

- PRODUCT VENDOR
- DISTRIBUTOR
- VAR, SI, MSP
- END CUSTOMER
Lingkup PRM

PRM system is focused on getting a partner to sell on your behalf. As a result, they commonly offer web-based self-service tools, information, and resources to partner resellers. Tools often include:

- MDF (Marketing Development Funds) Request Programs
- Training, Certification, and Accreditation Automation
- Deal Registration Programs
- Indirect Sales Pipeline Reporting
- Joint Business Planning
- Reward and Loyalty Programs
- Content Library
Partner relationship management software is typically cloud-based and includes content management, lead distribution, deal registration, marketing development, promotions, pricing and sales analytics.

PRM apps also support customization, so companies can personalize their software for specific partners.

In addition, PRM software should include:
Partner portals for vendors to communicate and exchange data with their channel partners;
Access management features to control who can view what data;
Collaboration tools for vendor and partner employees to work together on business opportunities;
Dashboards with partner performance management tools to measure goals and monitor results using key performance indicators; and
Integration with business tools including contract management, content management systems, project management, time management, expenses, calendars and communication channels.
Customer Relationship Management (CRM)
Konsep CRM


• RM merupakan suatu pandangan holistik untuk proses bisnis.
• Pentingnya mengembangkan model bisnis yang berorientasi pelanggan ditekankan oleh banyak pakar peneliti yang dipublikasikan di area Customer Relationship Management (CRM).

• CRM bertujuan untuk menciptakan, mengembangkan, dan meningkatkan hubungan dengan pelanggan yang ditargetkan dengan cermat untuk meningkatkan nilai pelanggan dan profitabilitas perusahaan dan dengan demikian memaksimalkan nilai pemegang saham.
Konsep CRM

• Perkembangan dalam teknologi informasi (TI) mempunyai satu pengaruh signifikan terhadap CRM, dimana fokus utamanya pada lapisan sistem informasi sebelumnya.

• Tujuan pemanfaatan teknologi informasi ini adalah sebagai perangkat untuk mendukung hubungan dengan pelanggan. Dengan filosofi CRM, mengarahkan pada penciptaan pandangan yang terintegrasi dari pelanggan melalui perusahaan, sistem ini menghubungkan sistem CRM secara menyeluruh.
Konsep CRM

• Proses CRM secara khusus tidak hanya membutuhkan data transaksi saja, yang mana secara otomatis dikumpulkan dan disimpan ke dalam database, tetapi juga membutuhkan pengetahuan.

• Juga, proses CRM secara khusus cukup kompleks dan hanya tersusun sampai taraf tertentu. Karenanya, CRM dipertimbangkan sebagai proses intensif-pengetahuan.
Lingkup CRM

INISIATIF CRM

Data Warehouse DataMart

Manajemen Science

Analisis

Proses Transaksi

Pelanggan

Pengembangan

Produk CRM

Perusahaan
Contoh

Nestle, menerapkan CRM dlm bentuk:

- membangun database pelanggan yang kuat melalui web: http://www.sahabatnestle.co.id.
- membuat profil setiap pelanggan
- menganalisa setiap profil customer
- interaksi dengan customer yang lebih ditargetkan
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