# Safeguarding the Extended Enterprise

### Three Challenges of External Partner Management in the Technology Sector — and How to Solve Them

*You know the value of your extended enterprise.* Composed of sellers, customers, and prospects, they're your loyal fan base and your best source for both sales and feedback. Yet keeping them trained, "in-the-know," and passionate about your product is an ongoing challenge. Additionally, cyber threats are more prevalent than ever — and if your resellers and channel partners aren't proactive about addressing dangers to customer data, your entire company is in jeopardy. *Discover how an extended enterprise solution helps technology organizations meet the needs of the market and stay on track.*

## You have hundreds—or thousands—of channel partners. But are they all selling, implementing, and training in the same way?

### Challenge

Your channel partners enable you to reach thousands of customers across the globe. Yet what can be great for sales can be disastrous for your brand. Inconsistency in sales practices and training not only puts your products at risk but increases compliance and regulatory risks as well. Expanding into more markets is also more challenging, especially if you're still relying on location-dependent instructor-led training.

### Solution

Improve consistency, preserve your brand, and reduce training costs by giving channel partners easy, on-demand access to dynamic learning opportunities. The right extended enterprise solution enables technology organizations to deliver, track, and report on learning and development for thousands of partners. Training can be accessed immediately, from mobile devices, anytime, anywhere.

## Cyber threats are everywhere. Are your partners up to date on how to protect your customers and their data?

### Challenge

Customers trust you with their data, and today there are more hacks, malware, and other cyber threats than ever before. While you may work hard to keep employees well-trained on mitigating these risks, partners are just as critical to maintaining security. Training goes beyond telling them not to click on that surprise email offering a free tablet, but also requires constant, updated communication on best protocols.

### Solution

Neutralize threats by proactively communicating with frontline partners. A best-in-class solution enables technology organizations to quickly deploy training on handling sensitive information, the latest cyber attacks, etc. Deliver courses seamlessly, track completion in real time, and automatically report results from one platform for all channel partners.

## Keeping customers trained and happy is critical. But can you do it without breaking the bank?

### Challenge

Customers want to get the most out of your products and services—and they expect organizations to help them do so. Organizations that don't provide learning opportunities have lower rates of adoption and fewer repeat purchases. Customers want to learn on their own schedule, and revisit training resources later—difficult to do if customers have to talk to a new agent every time they want to improve their skills or ask a question.

### Solution

Keep customers happy for life—and reduce unnecessary customer support costs—by offering accessible training opportunities. Extended enterprise solutions enable technology organizations to create branded training portals tailored to every kind of customer—from newbies to experts. Customers can access free or fee-based training anytime, from anywhere, creating the potential for additional revenue.

**Engage and train partners, manage compliance, and keep customers happy by extending learning and development opportunities to your extended network.** A suite of learning, social, and e-commerce tools, learn about how Cornerstone OnDemand's Extended Enterprise enables technology organizations to offer training, certification, and collaboration opportunities to customers and partners—across the city or across the globe.

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