

The MyPRM platform chosen by Dicaposte to manage its network of partners

Paris, February 14, 2022 - Dicaposte, the leading provider of digital trust in France and a subsidiary of La Poste Group, has chosen MyPRM, the first French full SaaS platform for managing and developing indirect business for companies, to enhance its sales strategy with an indirect sales channel.

The objective: to identify, manage and support partners in the marketing of Dicaposte solutions.

Implementing a global approach to include partners

Dicaposte markets one of the widest ranges of digital solutions for dematerialising business exchanges (electronic voting, electronic registered letters, electronic signatures, digital archiving, mail, etc.) on the market and is aimed at all companies and public institutions to support them in their transformation and enable them to accelerate it in confidence.

Historically, the marketing of these solutions was mainly done through direct sales.

"We already had partners but they were considered as end customers and treated by our Business Units in **an isolated** way. We didn't have a global approach to their needs and specificities," explains Alicia Angles, Deputy Director of the SMB & Indirect Distribution BU at Dicapost.

In January 2019, Dicaposte's general management decided to create an Indirect Distribution Department to develop this channel. The objective **was** simple: to identify, structure and manage a network of partners and support them in integrating Dicapost solutions into their offer catalogues and developing their **sales**.

"Our indirect sales team was quickly confronted with technical and marketing resources that were inadequate for developing partner relationships. All of our tools were only oriented towards the direct customer. We therefore decided to call on an external service provider specialising in indirect sales," stresses Alicia Angles.

A solution that meets Dicapost's needs

Dicaposte's indirect sales team quickly selected the MyPRM platform and a first meeting with the publisher was organised at the end of 2019. "We chose the French MyPRM solution because it met all of our **requirements**, with its partner recruitment features, its availability as a SaaS solution, and its ability to **communicate** with other solutions, particularly our CRM and our BI tool," explains Alicia Angles.

Following this deployment, **the solution offers Dicapost partners a number of features:**

- Access to events and partner news
- Information on solutions available for indirect sales
- Tracking of leads shared by Dicapost
- Reporting and tracking of partner deals
- Performance tracking based on business plans

- Customized marketing plan tracking
- Access to a document co-branding module
- Access to a document library and confidential document sharing module
- Visibility and tracking of shared tasks.

For the Docapost sales team, the solution allows them to :

- Centralise all partner information
- Onboard new partners
- Work with their partner portfolio to propose new solutions for distribution
- Create and track business plans by solution
- Share confidential documents with their partners
- Share marketing tasks or activities with their partners
- Organise their indirect sales activities
- Track the pipeline of opportunities declared by their partners
- Share business leads with their partners
- Access KPIs.

The indirect team benefited from support during the implementation of PRM (Prospect relationship management) :

- Training and upgrading of the project team to be autonomous on the configuration features of the MyPRM solution
- Training for the sales team
- Training for partners.

Today, Docaposte's indirect team and 140 partners use MyPRM.

"We are very satisfied with this solution. Not only are the functions adapted to our needs and those of our partners, but the solution also offers all the guarantees of IT security and compliance with the RGPD. In addition, the MyPRM teams are always ready to listen to us and develop new features. Finally, the teams were also very involved with us, both in the deployment phase and in the training sessions," stresses Alicia Angles.

Connection to the ecosystem

Today the project is entering phase 2, namely the interconnection of MyPRM with Docapost's ecosystem "Thanks to this integration, all the operations carried out by our partners will be directly integrated into our management tools and will make it possible to present a consolidated view of the business for the management team. We want to go even further and offer our partners training and certification modules connected to the tool," concludes the Deputy Director of the SMB & Indirect Distribution BU.

About MyPRM:

MyPRM is the 1st French SaaS platform for managing and developing companies' indirect business. Created in 2017 by Richard Bessis, Arnaud Tarabout and Emmanuel Juhel as an alternative to traditional platforms, the MyPRM solution supports all stages of the partner lifecycle, from recruitment to onboarding, animation and development. With flexible, business-focused modules and features, and user-friendly interfaces, MyPRM helps organisations leverage the power of their channels. The company, which currently has 12 employees and major references such as DOCAPOSTE, OVH and STORMSHIELD, is expanding and intends to become the European leader in its market.

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