



# The ROI of PRM Software: A Smarter Way to Manage Partnerships

Investing in a Partner Relationship Management (PRM) system modernizes partner management by replacing fragmented tools such as spreadsheets, shared drives, and many more.

The numbers speak for themselves, making the decision crystal clear.

Here is an example of how a PRM system saves time, reduces manual effort, and drives revenue growth with 40 partners and 2 team members.



## Time Saved with a PRM System

One of the key benefits of a PRM system is its ability to automate time-consuming processes. Here's how the time savings break down:

### 1. Streamlined Onboarding of Partners

- With self-service portals, step-by-step onboarding, and shared resources, you can significantly reduce onboarding time.
- **Time saved:** 6 hours/partner.
- **Calculation:** Onboarding 5 partners/month =  $6 \times 5 \times 12$  months = **360 hours/year**.

### 2. Simplified Communication and Collaboration

- Centralized dashboards and messaging tools minimize the need for constant back-and-forth communication, providing greater transparency and clarity for everyone involved.
- **Time saved:** 1 hour/week/partner.
- **Calculation:** For 40 partners =  $1 \times 40 \times 52$  weeks = **2,080 hours/year**.

### 3. Automated Reporting and Analytics

- Real-time analytics replace the need for manual reporting and analysis.
- **Time saved:** 8 hours/month per team member.
- **Calculation:** For 2 team members =  $8 \times 2 \times 12$  months = **192 hours/year**.

### 4. Streamlined Deal Registration and Lead Management

- Automating lead and deal registration ensures data seamlessly syncs with your CRM, making collaborating with the sales team easier while reducing delays and minimizing manual errors.
- **Time saved:** 10 hours/month per team member.
- **Calculation:** For 2 team members =  $10 \times 2 \times 12$  months = **240 hours/year**.

**Total Time Saved: 2,872 hours/year.**

## Revenue Growth with a PRM System

A PRM doesn't just save time—it also increases revenue by optimizing partner performance.

- If your 40 partners generate \$500,000 annually, a PRM system can drive a revenue increase of 10-30%, resulting in:
- **Minimal additional revenue: \$50,000/year.**



**\$143,600/year in time savings + \$50,000/ year in additional revenue = \$193,600**

## Customize the Impact for Your Business

The numbers provided in this example illustrate the powerful impact a PRM like Kiflo can have on time savings and revenue growth.

However, every business operates differently, and results may vary based on your specific partner ecosystem, team size, and operational processes.

**Feel free to adjust these figures based on your setup:**

- Number of partners – The impact scales accordingly if you manage 20 or 200 partners.
- Team size – Larger teams handling partner management will gain even greater efficiency.
- Average revenue per partner – If your partners contribute more (or less) annually, the revenue uplift will adjust proportionally.
- Hourly cost assumptions – Time savings may translate to a higher or lower dollar value depending on your team's salary and operational costs.

By tailoring these calculations to your business, you can get a clearer picture of the ROI a PRM can deliver.

The key takeaway remains: investing in the Kiflo PRM system leads to greater efficiency, reduced manual effort, and accelerated revenue growth.

## Scale Your Partnership Program with Kiflo PRM

A PRM system doesn't just optimize processes—it gives your team the tools to focus on what truly matters: building stronger, more productive relationships with your partners. It ensures everyone is aligned and equipped to drive success together.

Kiflo PRM is built for B2B companies with active partner programs, making partnerships easier and more profitable. It gives real-time visibility into leads and deals, automates onboarding and deal-tracking tasks, and is simple for partners to use. With Kiflo, you can grow your partner base with less effort.

[Book a demo](#)



Today and discover how Kiflo can revolutionize your partner program.

