

Partnership & Alliances Relationship Management

Software that helps businesses build, optimize and nurture indirect sales and marketing relationships

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Partnership and Alliance Relationship Management (PARM) software allows vendors to manage partnerships, alliances and indirect channels throughout the customer process. Successful deployment of PARM software enables vendors to leverage indirect channels and augment direct efforts. PARM brings together the entire ecosystem required for indirect selling, coordinated marketing, training and skilling, community development, offering management and incentive management.

PARM solutions have evolved in recent years from being more sales-focused “CRM for partners,” and into more go-to-market management platforms for indirect sales models, utilized most by technology resellers, independent software vendors (ISVs), distributors, system integrators and services partners. Recent AI-powered advancements in the sector include adding the ability to automate tasks, provide more data-driven insights from varied sources, and improve partner engagement cadence; ultimately streamlining processes and optimizing partner relationships through the use of generative and agentic AI tools.

Expanded use cases beyond deal tracking and partner activity tracking include more robust marketing collateral and content management for indirect sales use (with Generative AI creating interesting usage scenarios for dynamic ally designed co-branded collateral for enhanced personalization and effectiveness), deeper analysis of channel partner actions-to-outcomes, and AI-driven lead routing/distribution to the “best fit” partner for the potential business case.

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ConstellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList

11 SOLUTIONS TO KNOW

Constellation evaluates more than 30 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

-  **ALLBOUND**
-  **APPDIRECT**
-  **CHANNELTIVITY**
-  **COMVIVA ORACLE**
-  **EVERFLOW**
-  **IMPARTNER**
-  **PARTNERSTACK**
-  **SALESFORCE**
-  **WORKSPAN**
-  **ZINFI**
-  **ZOMENTUM**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Profile management
- Partner recruiting
- Onboarding management
- Deal registration and tracking
- Partner locator and matching
- Partner monitoring
- Sales management
- Campaign management
- Content management
- Material reverse logistics
- Marketing development funds management
- Communications management
- Training and certification management
- Support and ticketing system
- Community management
- Rebate and entitlement management
- Performance, rewards and gamification
- Orchestration of alliance and ecosystem network programs
- Analytics and reporting

BUSINESS THEMES



Digital Marketing & Sales Effectiveness



Next Generation Customer Experience

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



Martin Schneider

Vice President & Principal Analyst

Martin Schneider has had a unique career that has spanned both analyst and marketing practitioner roles, focused on high technology and related industries. The unifying factor has always been both a keen analysis of go-to-market trends, while also having achieved success as a marketing leader. Schneider started his career as a journalist covering B2B technologies, and quickly transitioned into a leading analyst covering application software for the 451 Group in NYC, where he specialized in CRM, marketing automation, and business intelligence/analytics technologies.

