



Blackboard Channel Partner Portal

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The quality of the training and resources provided to us by Blackboard during the onboarding process, allows us to deliver to African universities, with local expertise necessary for the success of their digital learning projects.”

Mr. Herve A. KOUADOU

Managing Director, Quazzars:
Standard Channel Partner,
Ivory Coast

The Blackboard Channel Partner Portal is a central hub with a single log-in that connects you to all the information and tools you need to grow your Blackboard business quickly and effectively.

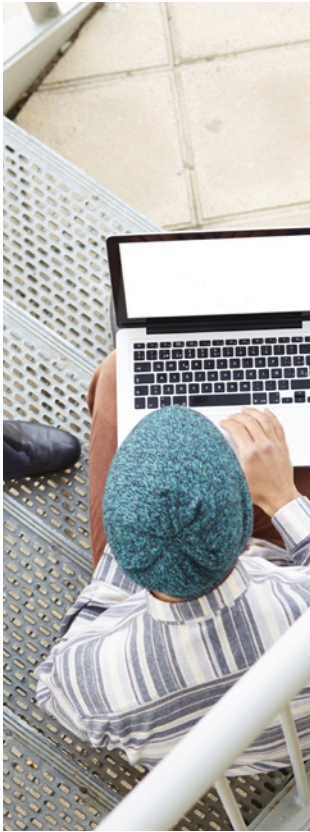
Accessible 24/7 via any device, anywhere, anytime! You can find all the news and information you need in one convenient place. And to help you find exactly what you are looking for, simply use the search function and you are ready to go!

What's in the Portal?

Marketing Demand Center

Whether you are a savvy marketer or a marketing novice, our robust integrated platform will enable you to create and execute customisable marketing campaigns that are easy to deploy and drive demand for Blackboard products, generate leads and help you build pipeline.

- **Co-branded Toolkits** - Make marketing simple by automatically producing co-branded, professional quality artwork for use as leave-behinds, datasheets, product brochures, competitive guides, web banners and much more, all available for download immediately.
- **Co-branded Email Campaigns** - Save time and money with our ready-made email campaigns. It's so easy to do. Just confirm your details, upload your logo and contact list and you are ready. You will be sent a test email to validate before launch and afterwards you will receive a useful Marketing View Email Report to show the bounces, opens, link clicks, etc.
- **Web Syndication** - you can host a web page for an offering on your website in which the content is provided directly by Blackboard with any updates being immediate and automatic to your site.
- **Marketing Folders** - access any number of files and folders to match your needs based on your geography or language.
- **Marketing Fund Management** - streamlined fund requests and claim forms on line with approval status and reporting.
- **Portal Training** - is provided to help you navigate, select and execute the right programs first time.



Sales Center

To help drive sales productivity and accelerate the close of sales opportunities, the portal provides access to:

- **Blackboard Sales Resource Center:** Access to Sales Presentation Decks, ROI Tools, Case Studies, Competitive Intelligence, Proposal Templates.
- **Salesforce.com:** Blackboard's CRM Tool to create opportunities, status updates and much more.
- **CPQ:** Blackboard's Contract, Price and Quoting Tool.

Enablement Tools

Easy access to the Blackboard University self-paced training designed to help you accelerate sales and close opportunities.

Summary

The Blackboard Channel Partner Portal is the go-to place for all your Blackboard Sales, Marketing, Information and Training needs.

*All content and functionality subject to availability

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