

Baton Partner Enablement



BATON

At Baton, we can trace the company's origins back to our founders' struggles in scaling implementations – starting with the huge amounts of time wasted tending to static silos of data.

We experienced firsthand how 30–40% of pivotal project time is lost on manually updating disconnected platforms. For instance, our implementation teams would have to:

- Update Salesforce to align with your sales team
- Turn to basic emails or Slack to check in with customers
- Update Confluence or Jira to engage with our technical engineers
- Use Google Sheets, Smartsheet, Monday.com, or Asana to build project plans and keep them updated

None of these tools interfaced gracefully with one another and teams naturally resisted signing onto yet another platform, so this maintenance sank half of their weekly bandwidth.

By extension, our teams consistently spent only half of their time performing pivotal functions.

Why Does Implementation Matter at Scale?

When implementations don't go according to plan, it will likely impede your company's ability to scale, especially if you're planning to increase capacity and revenue. To double revenue, you double customer count – and thus double the size of your implementation team if you are scaling only by adding people.

When most of your grunt work (i.e., data entry and updates, internal reporting) is carried out by humans, not software, any amount of scale necessitates hiring more bodies.

In the long run, the more people you hire, the more it impacts margins and software model because you're no longer selling SaaS. You're selling professional services.

The Downsides of Service Models

This gradual (often unintentional) shift toward becoming a services-heavy software provider is tricky and damaging for a number of reasons.

You now have to balance utilization, i.e., “How much of X worker’s time is billed out vs. what do we pay them for that time?” If the ratio is low, your margins drop.

As a software company, this shift means you’ll rapidly see services revenue eclipse actual software revenue.

Presenting as a low-margin software business then harms your ability to raise more funding or even go public.

Introducing the Baton Solution

We built Baton to be the customer facing team’s source of truth on implementation projects. Baton facilitates collaboration between implementation teams and their customers, by enabling bidirectional sync and a single source of truth.

At the same time, more and more tools for software implementation, project management, and professional services continue to enter the market. But they operate without considering or implementing two critical pieces of customer insight. Teams do not want to log onto yet another program, tool, app, etc.

Stay with the Changing Market

The market is shifting away from shelfware and toward consumption-based tools.

Gone are the days of selling your software for a flat rate, regardless of the customer’s success rate or experience. Today, more and more companies — from FinTech and DevOps apps to marketplaces — operate as infrastructure layers with a consumption-based monetization model.

Consumption models take a portion of all revenue that comes through them, so the more a customer consumes from Stripe, GitLab, or any similar tool, the greater the return.

Consumption models offer amazing alignment between customers and vendors, the down side though is If you never get the customer live, you never see a cent — meaning your company needs to have a predictable and automated implementation for clients to ensure they pay you.

Our 3-Tiered Implementation Model

1. Standardized, Templated, Predictable

We kick off by analyzing your original implementation practices to create tailored, templated project plans for you — complete with predictable timelines, costs, and outcomes.

This guarantees transparency for clients, who can see directly into the Baton platform with deadlines and milestones updated in real-time.

Compare this to companies providing service models with manual updates on irregular cycles. If you're receiving status updates via spreadsheets, be ready to receive them weekly at best. To cut to the chase: It's not a scalable methodology.

We like to think of Baton as a living platform in and of itself. Cascading info is received, logged, and responded to via intelligent project plan updates.

Standardization is all about transitioning from your suite of static reporting tools (i.e., MS- Excel, Google Docs, Asana, and so on) to a real-time connective tool, accessible across all of your departments and to clients at partners as well.

2. Intelligent Predictions & Estimations

Once these standardized templates can account for variables like your product range or delivery methods, Baton can begin to accurately estimate factors like:

- How long a project will take
- How many people a project requires
- What the project will ultimately cost

In a customer interaction context, Baton can estimate pricing tiers for project delivery. Following enough project templates, Baton can also estimate average individual task timelines and pricing (i.e., a unique contractor's average pricing and turnaround period).

Baton turns standardization into predictability of cost, timeline, product, and milestones.

3. Accelerated Growth

Once the Baton platform has registered 20–30 instances of a software vendors' template, it can begin to accelerate your time to revenue in three ways:

End-to-End Automation

A project might normally take six months due to that aforementioned manual task backlog.

Baton automates all of these elements — data input, forms, follow-ups, comms, etc. — to shave, on average, 50% off your project timeline.

Real-Time Progress Flows

Disjointed project tools (and thus disjointed teams) typically mean task progress must be reconciled at weekly status meetings. Even if a task is completed on, say, a Wednesday, the baton won't be handed off until the all-hands update the following Monday.

Compare this to Baton's universal, real-time dashboards: As soon as one task, step, or stage is completed, the next team member on deck is pinged.

Lighter Lift, Greater Capacity

Baton's accelerative phase also enables what we call organizational leverage.

Rather than one manager juggling five projects on any given week, by eliminating manual efforts, they can handle five times that number of projects within that average time frame.

In the end, most Baton clients strive to reach acceleration: They strive for repeatable, definable projects that run faster than ever, topped off by seamless collaboration with customers.

Avoiding Stasis and Failure to Launch

As companies shift en masse from shelfware to consumption-based models, they encounter a greater risk of failure-to-launch issues.

And even those enjoying gradual upward trajectories must be able to demonstrate notable optimization quarter to quarter to justify their valuations and potential to scale.

In other words: Countless companies achieve stasis and not much else. After eliminating manual work, acceleration halts and huge payroll ledgers continue to hurt software margins.



At Baton, we enable genuine scale through our template standardization, heightened visibility, and reporting, which illustrates vital metrics across both projects and their performers.

Baton applies real-time updates so managers can monitor tasks to provide instruction rather than handle subpar work weeks later. Overall, real-time visibility means you're ramping people exponentially faster so you can achieve scale — the final phase of Baton's improvement model.

How to Leverage Baton's Partner Model

Beyond functions for fully internal scale, Baton offers another path to efficient growth via implementations: our marketplace partners.

Say you're one of our EHR company clients who's already undergone standardization and acceleration. You can now predict most of your variable costs, timelines, and labor needs.

By using Baton, you have already noted your partners who demonstrate the strongest project completion rates, customer satisfaction rates, fulfillment of timeline expectations, and more.

If you want or need a far larger pool of similarly high-quality consultants, Baton can:

1. Match you with qualified marketplace partners who are currently underutilized
2. Drop them into your Baton workspace, where they'll immediately follow your templates
3. Release payments directly to them once you've agreed to use this third-party partner

At most, you'll have to stage a handful of onboarding calls. Otherwise, our platform assigns the appropriate tasks and timelines based on your templates.

In a few words, we consider this the promised land for Baton customers. If you're planning to double in size, leverage our marketplace partners to easily double your capacity.

Scale this way efficiently, instead of placing another hundred individuals on your balance sheet.

Pricing Models That Pay for Themselves as you Scale

We're the only platform on the market that pays for itself and actually gives you your money back. We'll take you through an example:

1. One services project is priced at \$50,000 (for example)
2. Our customer pays us a 5% fee (based on the time and money saved) to use our partners, rather than finding a startup partner or undergoing a partner academy.
3. This customer is already paying us \$20,000 per year for our software. Once their first partner project comes through, Baton then receives that additional 5% of \$50,000.
4. As such, we at Baton will share at least 50% of referral fees with our customers.

Any Baton client paying us an annual \$20,000 typically uses our platform for anywhere from 20–50 projects that year.

If you conduct anything upward of 10 yearly projects, we'll essentially pay back a significant portion of your rate — while you generate scale and revenue on top of that.

The Baton Effect: Quantitative Improvement

As for trackable growth, Baton users typically see improvements across two functions.

1. Task Attachment

Rather than sophisticated tooling, delivering a project on time requires simple sequences of tasks, including questions like:

- Were all tasks assigned to a point person before project kickoff?
- Were all meeting invites sent out with Zoom links and respective milestones?
- Were all tasks posted with notes, reference documents, and any other materials necessary for team members to execute?



They're basic but underutilized task flows, so Baton standardizes them through templates.

The typical Baton client sees 25% task attachment — meaning 25% of tasks are properly assigned before kickoff — to 100% task attachment after undergoing Baton's standardization.

Never launch a project again without explicitly knowing who is directly responsible for what.

2. Time to Value or Revenue

Before Baton, companies regularly saw variations in project times (i.e., six months from one partner vs. nine months from another) based on project types, managers, clients, and more.

Simultaneously, a lack of real-time progress tracking and visibility means there's no way to efficiently troubleshoot expedited vs. drawn-out timelines.

With Baton, standardization of time and cost generally leads to an acceleration of time to value or time to revenue for customers.

After all, every project lead who takes 50% longer means a project that is 50% more costly — then multiplied across every instance of timeline lag. Baton helps cut that duration in half.

Baton's Advantages for Consulting Partners

In all, Baton aids B2B SaaS companies in achieving streamlined, standardized workflows with predictable outcomes, so they can simply pick up the baton, so to speak, and run with it.

In the case of consulting partners, you're typically either:

- Waiting on software companies for extended periods to embrace third-party SIs, or
- Fighting for business within an existing ecosystem (i.e., Salesforce, Adobe, etc.)

As a platform that relies on marketplace partners, we see your experience and have tailored our user experience to generate new business for you in two ways:

1. A Larger Client Pool

By priming our customers for scalable implementations, Baton creates access to mature clients who are ready for you to do what you do best based on templates for project success.

These businesses also have yet to reach a point of wide-scale recruitment for other partners, making them less competitive and more easily-won clientele.

When it takes over half a decade to achieve these degrees of organizational sophistication, Baton takes companies there in under 18 months.

2. Evidence of Success

We've additionally seen Baton partners excel in established (and inundated) ecosystems because they can provide a data-driven case for a vendor's business.

Whether you're experts in Salesforce or Adobe, as a partner, you're likely being drowned out by sponsors paying large sums to feature consultancy services competitive to your own.

Regardless, vendors prioritize customer satisfaction over sponsor status, especially given the fact that vendors can take the fall if a consultant fails to deliver the quality or timeline they promise.

Knowing vendors rely on proven track records, Baton partners can easily show their history of quality engagement scores, compliance with best practices, client satisfaction, and project specialization.

For a large company, your project history of verified quality, speed, and user impact will trump a more established history of average (or even shoddy) projects any day.

Outcomes: Better Margins & Happy Customers

Ultimately, Baton provides a uniquely efficient approach to scaling implementations that creates stronger margins — an immense source of leverage in the present-day SaaS marketplace.

To grasp this impact, one only needs to turn to companies like MANTL, LoadStop, or Mark43. In [MANTL's case](#), the FinTech enterprise regularly outpaces far larger competitors by using Baton.



They've leveraged our platform to cultivate premium onboarding experiences with:

- A 100% success rate in fulfilling timelines
- Real-time progress updates and tracking for customers
- Histories of success with a diversity of projects and clientele

In the end, we like to say it's not rocket science. Instead, we revamp your implementation flows by simply providing greater visibility and formulating more innovative plans of attack to:

- Bolster your scalability
- Accelerate time to revenue
- Create happy customers

To learn more about our platform, purpose-built for managing software implementations and integrations, [click here](#) and someone on the Baton team will be sure to contact you.