

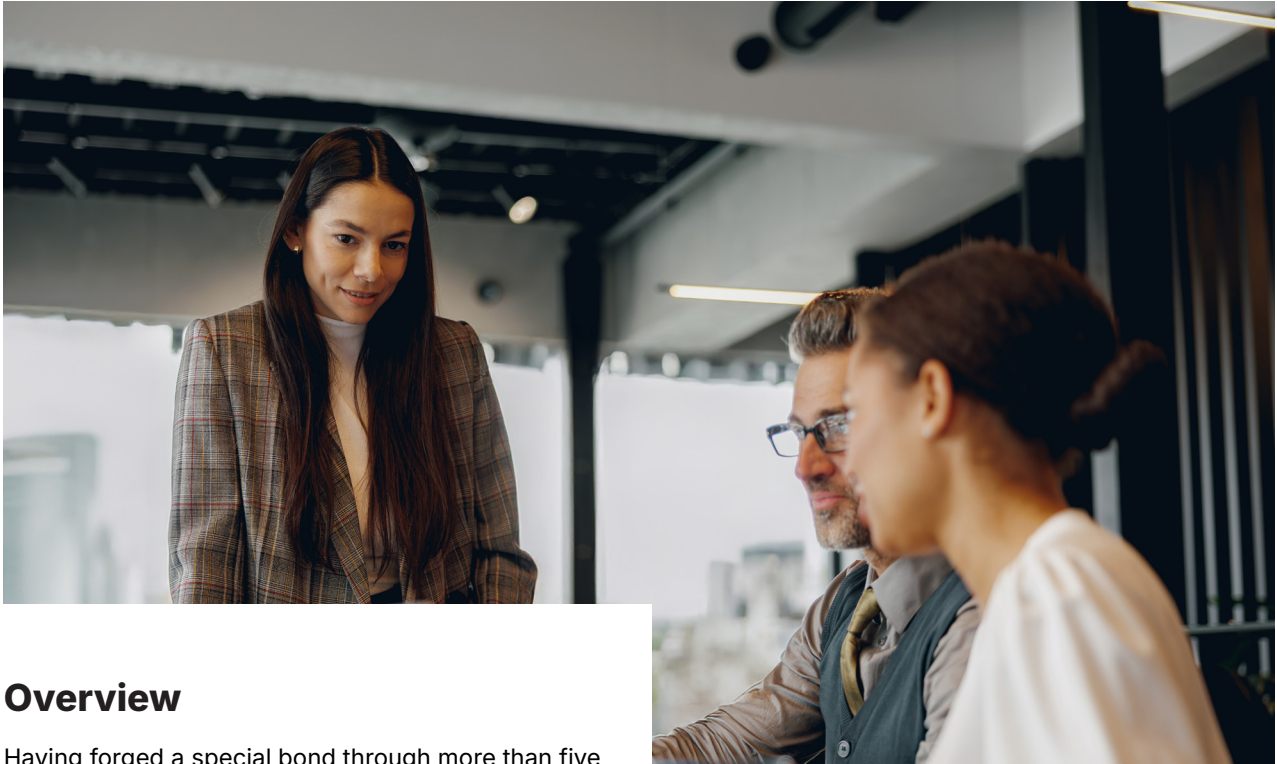
Case study

Panasonic Connect Europe
& Unifyr: Moving the
channel forward together



How **Panasonic Connect Europe** and
Unifyr combine their expertise to evolve
the modern partner program

Case study: **Panasonic Connect Europe**



Overview

Having forged a special bond through more than five years of partnership, Unifyr and Panasonic Connect Europe are helping innovate and move the channel forward.

Unifyr provides the foundation with its AI-native partner experience platform. Panasonic Connect Europe adds its technical, channel, and marketing expertise. Together, we're helping more businesses advance their partner programs, grow revenue, and build stronger, deeper relationships along the way.

Panasonic Connect Europe's Partner Program

Today, Panasonic Connect Europe has over 1,300 registered partners in their program. Partners get enabled, incentivized, and supported, and in return, they help drive business for Panasonic.

As Europe's leading technology vendor, Panasonic Connect Europe has an elaborate network that partners can tap into.

They can take part in promotions, receive marketing funds, have leads allocated, and get co-branded marketing collateral to help them sell better. Further, partners can become certified through the Partner Academy, promote their partnership, and get referenced on Panasonic's "where to buy" website feature.

Of the various business units within Panasonic Connect Europe, there are four in particular who are currently working with Unifyr. There's TOUGHBOOK (the rugged device series), Robot and Welding, Surface Mount Technologies (SMT), and Broadcast and ProAV.

Each of these business units use the Unifyr platform to manage their partner program, using the features most relevant to them (like collateral and content library, marketing automation, social post syndication, learning and certifications, and more). For partners, everything is accessed from their single partner portal, all powered by Unifyr.

Case study: **Panasonic Connect Europe**



Panasonic Connect Europe before Unifyr

Panasonic Connect Europe has invested great time and energy into improving and refining their partner program. However, managing the program has not always been easy.

Prior to establishing a relationship with Unifyr, Panasonic Connect Europe handled everything in-house. They had their own portals and systems, holding the program together with a number of fragmented applications. This caused a series of challenges.

For one, each division worked from its own systems, making it difficult to apply central management to different elements of the program. Data was not integrated across separate groups and locations effectively. And partners could also feel the effects: instead of one portal, they needed to access multiple tools, with different workflows and applications.

Panasonic Connect and Unifyr: a partnership to deliver one integrated digital journey

Panasonic Connect Europe needed a single platform for their partner program. That solution would have to integrate with their CRM (Client Relationship Management), global PIM/DAM system (Product Information Management/Digital Asset Management), and various other third-party software.

Unifyr supports flexible, customizable partner journeys, while simplifying new user onboarding, which immediately appealed to Panasonic. And with scalable partner management across all markets, Panasonic Connect Europe decided that Unifyr was the platform for them.

From the beginning, Panasonic Connect Europe and Unifyr have brought a collaborative spirit to work through challenges together. And Panasonic Connect Europe is always looking at how best to improve and evolve its program.

“With Unifyr, we believe we have found a partner that will go with us on this journey,” Frank Nijholt said.

“

This resulted in the selection of Unifyr as the chosen PRM solution because of its flexibility, completeness of channel, supporting functionalities and features, and wide range of integration options.

— Frank Nijholt, European Manager Channel, Panasonic Connect

Case study: **Panasonic Connect Europe**

Panasonic Connect Partner Program - At a glance

1.3k+ registered partners

16.4% average growth rate in new partner registrations

44% increase in active TOUGHBOOK partners

The Unifyr difference

Unifyr helped address Panasonic Connect Europe's core challenges. Partners now get an easy and complete experience to sell better for Panasonic using a single portal. At the same time, Panasonic Connect Europe has control over what different partners can see and interact with. That means partners can focus on just the details they need, avoiding any potential overwhelm or a cluttered sales process.

Thanks to Unifyr, Panasonic Connect Europe can provide the right tools to a variety of partners all at once... which was simply not possible before.

Beyond this, Panasonic has far greater visibility of key metrics.

"With Unifyr as a PRM, we've also brought a high level of analytics to the business," explained Frank Nijholt. "Nearly all activities are measurable, making sure we are correctly investing funds into our channel."

Panasonic Connect adds a PRM Center of Excellence

From day one, Panasonic Connect Europe consulted closely with Unifyr on the development of new features, drawing on their vast experience in the channel. Thanks to the close relationship with Unifyr, their deep knowledge of how to best utilize the platform, and their extensive channel marketing experience, Panasonic Connect Europe has expanded their offering in this space.

They now operate a PRM Center of Excellence that delivers PRM support and marketing services, based out of Germany. This support includes crucial project management during implementation, and continued portal management support after go-live. Panasonic Connect Europe provides this vital service both to other business units within the Panasonic Group, as well as to external customers.

Panasonic Connect Europe knows how to best structure and run a successful PRM and PMA project. With their help, organizations can take their own strides forward in their own programs, all powered in the background by Unifyr's software.

“

With Unifyr, we believe we have found a partner that will go with us on this journey, not only with their offering and technologies, but also with their advisors and out-of-the-box thinking, and the level of support we can only find in long-lasting and trusting relationships.

— Frank Nijholt, European Manager Channel, Panasonic Connect

Case study: Panasonic Connect Europe



Featured Business Highlight: Panasonic TOUGHBOOK

The [TOUGHBOOK series](#) is a portfolio of top-of-the-line rugged mobile devices, and is one of Panasonic Connect Europe's most popular solutions. As a business unit, TOUGHBOOK manages its partner program on the Unifyr platform.

Built in-house using patented technologies, all TOUGHBOOK devices are tested to military standards (MIL-STD) and industry guidelines. They're resistant to drops and shock, water, vibration, extreme temperatures, electromagnetic interference, and more (here's some of their testing on this [Youtube video](#)). As a result, TOUGHBOOK has the lowest failure rates on the market.

TOUGHBOOKs can work in any industry, with custom engineering, designs, and additions ready to fit differing environments and needs. And to make sure customers get the best in rugged technology, Panasonic creates a balance of connectivity, ergonomic design, strong battery life, portability, and security.

Panasonic Connect Europe works with partners to help sell more TOUGHBOOKs to a diverse customer base that includes field workers, first responders, and warehouse staff.

Their portal, powered by Unifyr, has been invaluable in this process, helping incentivize and enable partners. With it, the TOUGHBOOK unit has seen impressive growth in both partner registrations and activity. **Between 2023 and 2025, there was a 17.7% average increase in new TOUGHBOOK partners, as well as 44% more activity from partners overall.**



Case study: **Panasonic Connect Europe**



Unifyr delivers AI-powered partner engagement

Unifyr has added a whole new dimension to the partner experience with the development of its in-platform AI capabilities. This is not just AI as a layer on top, but an AI-native platform, with autonomous agents taking action on your behalf. Unifyr's AI integrates deeply into the existing IT landscape and partner ecosystem (for example, via MCP).

Partners get access to cutting-edge tools that instantly summarize documents, product specs, and updates. You can create marketing assets at the click of a button (or delivery of a single prompt). And you can get accurate answers fast.

Unifyr is building toward the Agentic Partner Experience Platform of tomorrow, with AI as ecosystem. For all the latest details about how Unifyr is using AI, check out [this dedicated page](#).

Why Unifyr

Unifyr simplifies the management of your program, helping you enable your partners so they can sell better.

We offer full lifecycle coverage:

- Onboarding and Partner Management, including automated registration, partner groups, and a partner explorer
- Learning Management System (LMS) with training paths, certifications, and a content library
- Deal Registration and co-sell, incorporating lead distribution and conflict management
- Channel Marketing and Through Channel Marketing Automation
- Attribution and analytics to track activity and progress
- Portal and communications, from portal builder to partner locator, plus language support in dozens of languages

Unifyr is the secure platform of the future, leveraging vast (and expanding) AI capabilities.

Case study: **Panasonic Connect Europe**

Why Panasonic Connect Europe

Living and breathing technical excellence, Panasonic Connect Europe serves many industries, creating more value through innovation.

This is made possible thanks to their dedication to working directly with their customers, facing any hurdles alongside them. As a result, Panasonic Connect Europe continues to learn and evolve, and help their customers do the same.

Panasonic Connect Europe has extensive knowledge of the channel, with vast experience growing partner programs. And having added their Center of Excellence for PRM and Channel Marketing, they're perfectly suited to provide guidance to other Panasonic business units and external companies.

Panasonic and Unifyr: delivering more together

Implementing a PRM platform can be complicated. Together, Panasonic Connect Europe and Unifyr make the process a lot easier.

We offer the right software platform combined with the skill to implement it in the right way. Side-by-side, we provide you with the best practices to follow, based on prior, global deployments.

Unifyr provides the foundation with our PRM platform. And Panasonic Connect Europe helps you make the transition with strategic consulting and hands-on implementation support. Plus, Panasonic Connect can also help you manage your portal and partner program once you're set up.

Acting together as your trusted partners, helping you optimize and grow your program.

The outcome?

A proven, risk-mitigated approach to transformation.



Case study: **Panasonic Connect Europe**



Panasonic **CONNECT**

A key brand within the wider Panasonic Group, Panasonic Connect offers a range of innovative B2B solutions. Employing almost 30,000 staff worldwide, they offer vast technical skill across multiple sectors.

Panasonic Connect Europe focuses on the European arm of the organization, delivering B2B solutions across a variety of products (from rugged devices and projectors to robots and manufacturing software) and industries (covering manufacturing, retail, media, entertainment, and more).

unifyr

Unifyr is a leading provider of Partner Relationship Management (PRM) and Partner Marketing Automation (PMA), having been in the space for more than 20 years. Trusted by some of the world's brightest companies, Unifyr works with organizations both large and small, across a diverse set of industries. From fast-growing companies to well-established brands, Unifyr helps them improve and grow their partner programs.