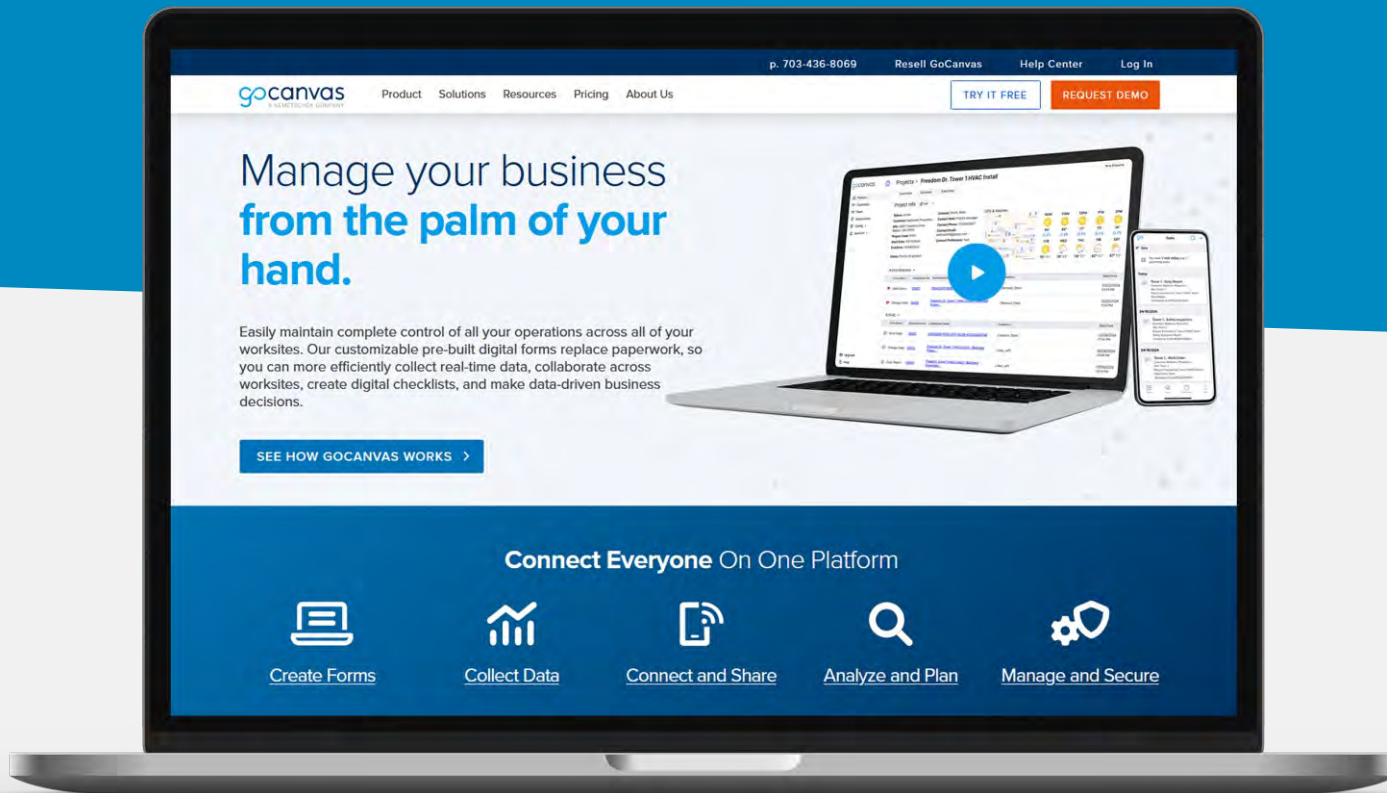# TIDWIT  gocanvas

# CANVAS: SERVICING PARTNER NEEDS WORLDWIDE WITH TIDWIT

TIDWIT's Enterprise Ecosystem offers powerful features, end-to-end visibility and multi-tier metrics to Canvas and its partner



**CONTACT US** | Call or email us to find out how TIDWIT will help your organization can launch a digital ecosystem needs and drive revenue readiness with its largest partners:

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## CHALLENGE

Canvas enables businesses of all sizes to collect information via mobile forms and digitize inefficient manual processes, empowering them to make better-informed decisions by unlocking frontline data that all companies struggle to collect, share and analyze.

As Canvas expanded its global partnerships, especially with large telcos, it needed a way to share its expansive content libraries. Canvas embarked on a search for a multi-portal and content syndication solution that was automated, customizable, and that could be quickly scaled with minimal resources.

Canvas needed to provide Content and Learning to help enable its partners worldwide.

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## SOLUTION

Canvas decided to partner with TIDWIT to launch content syndication. Its decision to select TIDWIT was strongly driven by the way the Enterprise Ecosystem allows Canvas partners to easily pull rich content (including videos and imagery) and push it downstream to their internal communities.

Deploying the TIDWIT Enterprise Ecosystem took minutes and allowed Canvas to offer each partner its very own branded environment, hosting thousands of pieces of content. The TIDWIT Enterprise Ecosystem makes this easy and affordable; it requires little administration and yet provides powerful features, end-to-end visibility and multi-tier metrics to Canvas and its partner base.

With TIDWIT, in less than 30 days Canvas was able to launch multiple branded instances of content node to some of the largest brands in the world, including Sprint, EE, Globe, Telstra, PayPal and CSL. Canvas did all this with one person dedicated part of the time, as the process is fully dynamic.

Canvas partnered with TIDWIT to launch a scalable, automated content syndication platform, enabling partners to easily manage and distribute rich content with minimal administration.

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## RESULTS

The speed of launch, simplicity of configuration and positive Partner feedback means that Canvas continues to expand its partner network on TIDWIT.

Using TIDWIT allowed Canvas to quickly launch, easily configure, and expand its partner network by providing a platform for rich content and learning, positively differentiating itself in the market.

> Empowering our partners with rich Content and Learning has proven to be a positive differentiator in a crowded marketplace. We are delighted to have partnered with TIDWIT and look forward to extending the relationship to our ever-expanding network.

James Quigley
Chief Executive Officer, Canvas

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# HIGHLIGHTS

- **Quick Deployment:** Canvas launched multiple branded content portals within 30 days, with only one part-time person.

- **Scalable Customization:** The TIDWIT Enterprise Ecosystem allowed Canvas to provide each partner with a customizable, branded environment hosting thousands of pieces of content.

- **Minimal Administration:** The TIDWIT Enterprise Ecosystem required little administration, offering powerful features, end-to-end visibility, and multi-tier metrics to Canvas and its partners.

- **Positive Differentiation:** By empowering partners with rich content and learning, Canvas stood out in a crowded marketplace and continues to expand its partner network within the TIDWIT Enterprise Ecosystem.

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