

Lookout Transforms Partner Engagement with AI from Embrace.ai

How Lookout elevated partner experience and productivity by integrating Embrace.ai with Impartner

Overview

Lookout, a leading cybersecurity platform, partnered with Embrace.ai, the leader in conversational AI and knowledge accessibility and Impartner to improve how they support and engage their global partner network. By embedding Embrace.ai's conversational intelligence into their Impartner-powered Partner Hub, Lookout streamlined partner access to knowledge, improved self-service, and reduced internal support overhead while providing valuable insights into partner needs and behaviors.

Challenge

As Lookout's partner program grew, their partner team faced a rising volume of repetitive inquiries. With support bandwidth stretched thin, response times became inconsistent, and knowledge transfer proved difficult to scale. Traditional methods of partner engagement simply couldn't keep pace with growth or meet expectations for a modern, digital-first experience. The team struggled with low-level support requests consuming valuable time, restricted access to vital partner resources, limited visibility into what partners needed most, and an overreliance on manual intervention for tasks that should have been automated.

Solution

To overcome these challenges, Lookout embedded Embrace.ai's conversational assistant, which they call 'EVA', directly within their Impartner PRM-powered Partner Portal. This integration created a 24/7 AI-driven experience that allowed partners to self-serve and access information instantly, while simultaneously equipping the Lookout team with real-time insights and greater operational efficiency. The rollout was quick and required minimal IT involvement.

The solution was fully branded to match Lookout's partner experience, configurable to meet evolving needs, and tightly governed by Impartner's permission structures to ensure secure content access. EVA also provided automated tracking of partner interactions and sentiment scoring, helping Lookout continuously refine its partner engagement strategy.

 **EVA helped us scale without losing our personal touch. Partners love getting instant answers"**

— Matt Nicholson Channel Account Manager, Lookout



Industry:

Cybersecurity



Location:

Boston, Massachusetts

Results:

The results were transformative, both for Lookout's internal teams and their partners.



Engagement & Satisfaction

- **25% increase** in partner self-service interactions
- **65% of partners** reported easier access to critical information
- **Faster 24/7 responses**, even outside business hours



Internal Efficiency

- **40% reduction** in first-level support costs
- **60% fewer repetitive tasks** for partner account managers
- **More time** spent on strategic, high-value activities



Actionable Insights

- **Real-time data** on trending questions and unmet content needs
- **Sentiment scoring** to flag potential partner friction early
- **Continuous AI learning** to improve response quality over time

Solution Use:

- CRM Sync
- Dynamic Forms & Workflows
- Journey Builder
- Deal Registration
- Asset Library
- Analytics Studio
- Content Management
- Single-Sign On
- AI-powered partner experience

Platform Connections:

- Embrace.ai Conversational Assistant



Integrating EVA into Impartner was seamless. It's like having an always-on concierge for our partners, making support smarter, faster, and more scalable. With Embrace.ai and Impartner, we've redefined what a modern partner experience looks like."

— Dinara Bakirova, Director of Channel Operations, Lookout

Outcome

Lookout's implementation of Embrace.ai and Impartner has fundamentally reshaped its partner ecosystem delivering smarter, scalable, and more connected engagement. With a 25% increase in partner self-service interactions, a 40% reduction in first-level support costs, and a 60% drop in repetitive tasks for partner account managers, the impact has been both immediate and far-reaching. Partners now get instant access to the knowledge they need, while Lookout's team has reclaimed valuable time to focus on strategy and growth.

Conclusion

Delivering fast, intelligent, and scalable partner experiences is a competitive imperative and Lookout is leading the way. By embedding Embrace.ai into their Impartner PRM environment, Lookout has laid the foundation for a more proactive, data-driven, and partner-centric approach to engagement.

Looking ahead, the team plans to expand its AI-powered capabilities to deliver even more personalized, context-aware experiences across the partner lifecycle. From smarter onboarding to predictive support, Lookout is exploring new workflows that seamlessly blend Embrace.ai's conversational intelligence with Impartner's ecosystem orchestration.

AI is most powerful when it's practical and EVA proves the real value. By embedding conversational AI directly into the partner experience, Lookout is leading with innovation, scaling with intent, and delivering results that matter."

— Seth Halpern, Co-Founder & Co-CEO, Embrace.ai

About the Companies



Lookout, Inc. is a leader in endpoint-to-cloud cybersecurity, delivering integrated solutions that secure data across devices, apps, networks, and cloud infrastructure. With a mission to secure the future of the digital workspace, Lookout protects organizations from modern threats and helps maintain compliance without compromising user experience. Headquartered in San Francisco, Lookout serves millions of users globally and partners with enterprises to safeguard sensitive data wherever it moves.



Embrace.ai brings AI-powered product support to B2B companies. By embedding natural language understanding and intelligent automation into partner, customer, and employee experiences, Embrace.ai enables organizations to scale support, gain actionable insights, and enhance engagement. Embrace.ai's solutions offer its customers security and privacy and are delivered through a rapid implementation process typically spanning just 4-6 weeks.

IMPARTNER

Impartner is the most award-winning and complete partner management platform on the market. Built to optimize every stage of the partner lifecycle, Impartner's Partner Relationship Management (PRM) and Partner Marketing Automation (PMA) solutions help companies accelerate indirect revenue, automate complex processes, and deliver frictionless experiences. With a global customer base including leading brands across industries, Impartner is the technology behind millions of daily partner interactions worldwide.

