

# Lumin PDF Corporation



## CASE STUDY

### Background

Lumin was founded in 2014 on the premise work isn't a place, it's a space. Founder Max was an engineering student in his hometown of Christchurch, New Zealand, working on the city's post-earthquake rebuild. He saw a mismatch between old and new workflows: on construction sites he'd draw on paper blueprints, and in the office, he'd email around digital plans.

There was a way to merge these systems. Between his Christchurch bedroom and his student apartment at Stanford University in California, Max invented the first version of software we now called Lumin. Today, Lumin can be a library, a document editor, a contract workflow or a project management system. Easy to use, Lumin can live in a space users know and love, like Google Drive or Dropbox, or on its own. It's used for little things as well as bold new ways. Lumin is showing up in offices, schools, and businesses of all sizes.

An early partnership with Google has been both strategic and effective in growing the user base globally to over 75 million. An expanding product line and glowing reviews have positioned Lumin for growth and expansion.

At Ridge Innovative, we architect the Ecosystem Experience for Customer Success. Whether there is a specific initiative in mind, a desire for re-igniting an existing program or building something brand new, our network of experts bring guidance, validation and results.

We take an ecosystem approach to channel alliances to deliver an interdependent value-creation network, resulting in customers achieving better business outcomes. Partners significantly increase the size of the deals, while closing them faster and more often.

**\$100T** of total global sales is predicted to come from ecosystems by 2025 (according to [McKinsey](#)).



Implementing a client-centric ecosystem approach tailored to Lumin's objectives, our expertise in strategy design, framework development, and technology selection contributed to Lumin's success in its growth path for expanding its market reach and entering new verticals.

Lumin was ready to build the foundation for new growth and to create a marketing program for partner recruiting & activation.



As a pivotal element in Lumin's success strategy, the company enlisted the expertise of Ridge Innovative and Phoenix Consulting Group. The experts played a crucial role in building the staffing model and partner acquisition strategy. They established a channel ecosystem staffing scope, clarifying roles & responsibilities, and identifying qualified recruiters as part of the staffing model. They were also active in identifying industries sectors with an enhanced customer value proposition, searching the Google ecosystem for IP, building dossiers on target partners, and providing groundwork for recruiting, initial qualifying engagement, contracting, and joint business plan as part of the partner acquisition.

Through this collaboration, Lumin has unlocked new opportunities for growth and innovation. They are now ready to take the next step to expand into new geographic markets and vertical segments.

**"We were very fortunate to meet Nancy and the Ridge Innovative team very early on in our channel journey. Working with her has meant we've been able to make solid strategic decisions and take the approach that best suits our needs. Her breadth of experience and knowledge in this space has been invaluable. I'd highly recommend working with Nancy and Ridge Innovative if you're considering channel partnerships as a viable growth path for your business."**

**Caleb Helm, VP of Global Operations & Partnerships**



Ridge Innovative helps companies build an ecosystem of alliances and partners who have relationships with the customers they want, and who add value to their product or service to improve customer experience. We come alongside them to design strategy, build frameworks and choose the right technology for profitable growth.

Through program strategy and development, systems assessments, data-driven intelligent partner recruiting, and leading-edge leadership assessment & coaching, Ridge Innovative brings a client-centric ecosystem approach. Based on proven principles, years of experience with demonstrated success and a commitment to deliver a great partner and customer experience, our customers are positioned for profitable growth in more geographic markets and new verticals.

Interested in learning more?

Visit our website [ridgeinnovative.com](https://www.ridgeinnovative.com) to book a consult.