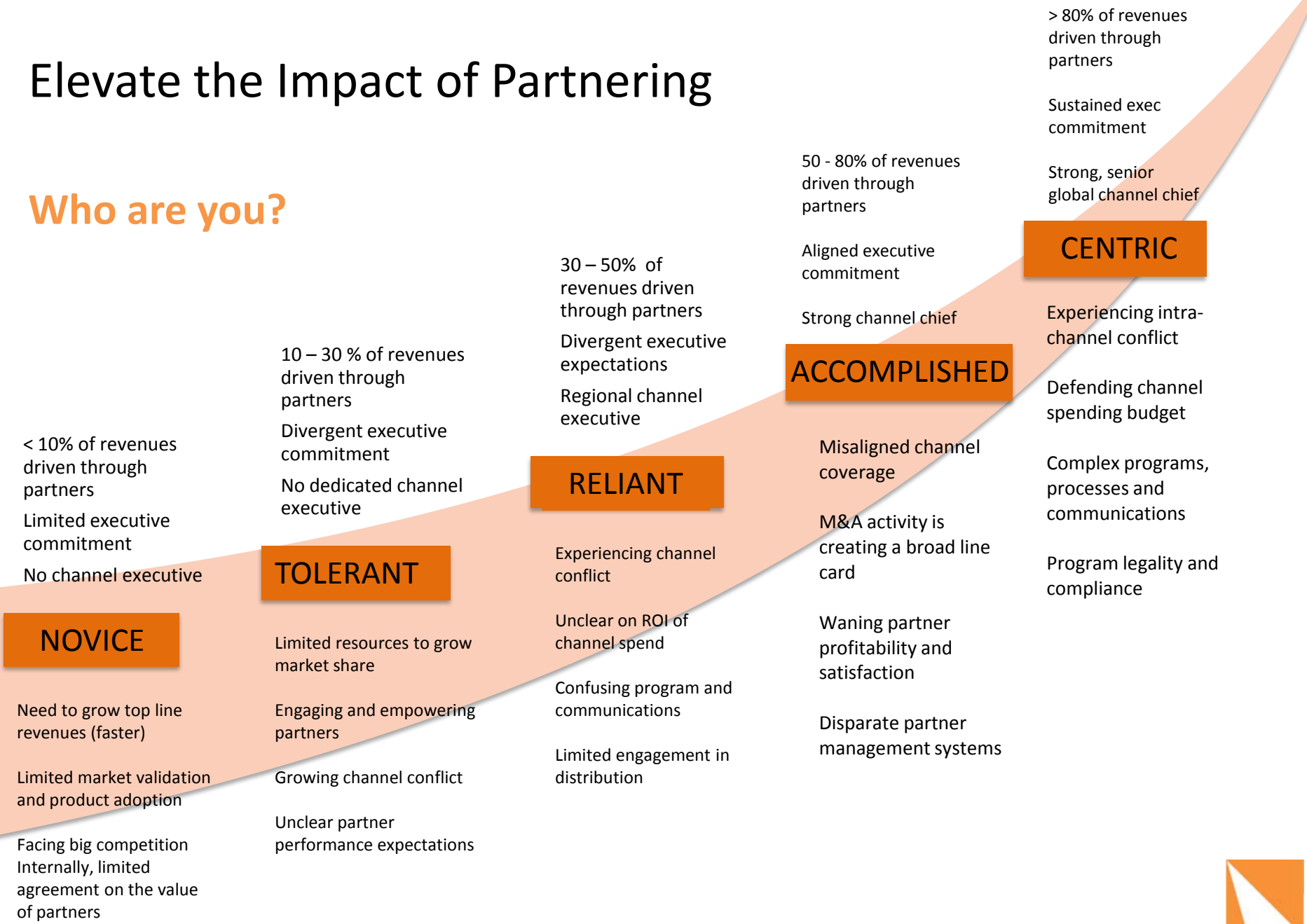


# Elevate the Impact of Partnering

## Who are you?



# How do you grow?

## NOVICE

- Develop a route-to-market model
- Implement a channel plan and budget
- Design a partner program framework
- Build a communications plan
- Launch a basic partner portal

## TOLERANT

- Coverage and capacity plan
- Partner engagement model
- Industry benchmark to foster next generation program framework
- Score partner performance
- Expand portal to streamline onboarding and deal registrations

## RELIANT

- Segment and align partner ecosystem
- Unify and simplify global program
- Refine field engagement processes
- Build a partner dashboard for measurement
- Automate partner marketing and training processes

## ACCOMPLISHED

- Evaluate coverage and capacity to ensure desired ROI
- Design a specific services channel program
- Analyze partner profitability
- Develop a partner-to-partner model
- Integrate portals and automation systems (field, partner, functionality)

## CENTRIC

- Assess and optimize channel spend and cost-to-serve models
- Create a plan to streamline communications
- Benchmark industry programs and assess innovative options
- Enhance ease-of-doing business processes
- Assess processes to ensure program compliance and train teams

Contact Us, We'll Show You How.

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