Elevate the Impact of Partnering

Who are you?

< 10% of revenues driven through partners

Limited executive commitment

No channel executive

NOVICE

Need to grow top line revenues (faster)

Limited market validation and product adoption

Facing big competition Internally, limited agreement on the value of partners 10 – 30 % of revenues driven through partners

Divergent executive commitment

No dedicated channel executive

TOLERANT

Limited resources to grow market share

Engaging and empowering partners

Growing channel conflict

Unclear partner performance expectations

30 – 50% of revenues driven through partners

Divergent executive expectations

Regional channel executive

RELIANT

Experiencing channel conflict

Unclear on ROI of channel spend

Confusing program and communications

Limited engagement in distribution

> 80% of revenues driven through partners

Sustained exec commitment

Strong, senior global channel chief

CENTRIC

Experiencing intrachannel conflict

Defending channel spending budget

Complex programs, processes and communications

Program legality and compliance

ACCOMPLISHED

50 - 80% of revenues

driven through

Aligned executive

Strong channel chief

commitment

partners

Misaligned channel coverage

M&A activity is creating a broad line card

Waning partner profitability and satisfaction

Disparate partner management systems



How do you grow?

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

- Unify and simplify global program Refine field
 - engagement processes
 - Automate partner marketing and training processes

CENTRIC

- Assess and optimize channel spend and costto-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

NOVICE

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

ensure desired ROI RELIANT

- Segment and align partner ecosystem
- - Build a partner
 - dashboard for measurement

Contact Us, We'll Show You How.

ACCOMPLISHED

Evaluate coverage

and capacity to

Design a specific

services channel

Analyze partner

Develop a partner-

Integrate portals and

automation systems

to-partner model

(field, partner,

functionality)

program

profitability

