

Success Story: Application Software ISV Project Management

Project Management enables an ISV to update their partner program

Simply stated, this project would not have reached all the critical milestones without Touch.

Background

Business growth for their business applications software, and market feedback, made it imperative for an ISV that they enhance their solution partner program.

Business Objectives

- Creation of a more effective partner program to meet customer needs and expectations
- Global rollout of the new partner program to solution providers
- Effective communications flows across the ISV, partners, and customers

Capabilities Required From Touch

- Identify, qualify, and stratify stakeholders
- Coordinate the activities 15 work streams
- Manage interactions with: the sales organization, corporate executives, certified partners, and industry analysts
- Manage work plans, deliverables, issues, and decisions
- Develop and manage communications plans to all stakeholders

Benefits Realized

- New ISV partner program implemented on schedule and within budget
- Increased partner satisfaction from the several thousand solution providers who benefitted from the new program
- Increased customer satisfaction as a result of the enhanced capabilities of the solution providers
- Revenue growth for partners and for the applications software ISV
- More efficient program operations going forward

Touch helps Fortune 500 leaders solve business problems. We make you better.

Microsoft

JUNIPER
NETWORKS



BOEING

Novell. Flow



Blyk

Russell
Investments

Quick Success Fact

Effective project management increases both discipline and transparency.

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About Touch

Touch helps Fortune 500 leaders solve business problems.

From fine-tuning operating models to managing complex organizational changes, we help you create ongoing operational excellence. Our operations expertise addresses four key practices: sales operations excellence, change management, performance and rewards frameworks, and project management.

Touch, we make you better.