

## Channel management enhancements boost partner program effectiveness

Touch was a key participant in the transformation of our channel program. With all of the effort we have put into the strategy, Touch has matched it with a detailed plan for getting into the hearts and minds of the field and the partners, followed by relentless execution and communication.

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



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### Background

A business applications ISV needed to migrate from an application-centric partner program to one incenting partners to offer industry vertical solutions and stronger partner value-add capabilities. Customer needs and expectations were not being met by partners who simply installed application software with insufficient value added.

### Business Objective

- Shift the structure of the partner ecosystem to a greater partner value-add model
- Incent solution provider partners to move from general application offerings to industry vertical solution stack integration and implementation
- Provide integrated solution implementations to customers

### Capabilities Required From Touch

- Collect, organize, and interpret partner program data to provide insight that would drive effective decision making
- Understand the key levers for successful selling through business applications solution providers, such as: marketing, demand generation, training, engagement, readiness and financial incentives
- Design an enhanced channel program that addressed the requirements of the business applications software market
- Manage the ISVs internal transition to a new channel program
- Manage the global rollout and execution of the new partner program to solution providers

### Benefits Realized

- Significant enhancements to partner engagement, readiness, motivation and execution
- Enhanced partner program is generating higher returns for customers, for partners and for the ISV

### Quick Success Fact

When solutions are complex, greater partner capabilities are required. Fewer partners with stronger skills may drive better results than a larger partner ecosystem.

### About Touch

Touch helps Fortune 500 leaders solve business problems.

Our communications practice is built on the ability to deliver the right message to the right audience through any medium. Our expertise spans corporate communications, executive communications, brand communications, and marketing communications.

We make you better.