

Success Story: Partner Program Design and Launch

Robust partner program designed and launched to supplement direct sales strategy

Touch helped us to successfully implement a major shift in sales strategy. The partner program Touch developed provided us the flexibility to offer scaled relationships across multiple targeted partner types in a measured and predictable manner.

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

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Novell. Flow



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Background

The client, a leading PC manufacturer, had a strong and successful direct sales model. However, their relationship with channel partners had always been strained - many partners viewed them as a competitor who would prefer to sell direct rather than work with others in the channel. However, some target markets required the added value provided by qualified partners. In 2006, the CEO publically committed to change that perception by launching a formal partner program. This represented a dramatic change to the OEM's business model and sales operations.

Business Objective

- Add partner value to the OEM's computer systems
- Grow in target markets that required capabilities supplied by the partner channel

Capabilities Required

- Define partner program requirements, structure and benefits that would allow deep and scalable engagement across a broad set of IT industry channel partners
- Internal coordination of communication and execution across multiple company departments
- Develop a worldwide partner framework that provided global consistency while allowing some regional flexibility
- Design a deal registration system, with clear rules of engagement, establishing when a partner receives sales credit and incentive payments
- Architect a data structure across the OEM organization for capturing and managing partner information based on partner performance
- Create a partner portal strategy and navigation system
- Establish internal compensation and account requirements to govern field coverage and to minimize direct channel conflict
- Execute within a short completion timeframe

Benefits Realized

- Successfully developed and launched world-wide partner program
- Created opportunities for channel value-add on OEM system sales
- Captured a new revenue streams from partner sales that were previously unaddressed
- Surpassed public commitments on both launch date and initial number of participating partners

Quick Success Fact

Even the most radical strategy changes can be implemented quickly and effectively with the right level of effort and discipline

About Touch

Touch helps Fortune 500 leaders solve business problems.

We help global enterprises implement new practices and advance game-changing ideas. Our strategy capabilities encompass four key disciplines: corporate planning, competitive assessments, channel management and business intelligence.

We make you better.

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