

**Success Story:** Software Challenger Partner Business Proposition

## Gain competitive advantage by better managing the partner business proposition

The partner business proposition is the fundamental motivation for partners to sell or support a vendor's products and services. The client needed to improve not just the economics of their business proposition, but also how they demonstrated market momentum and joint alignment with partners. Touch showed them how.

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



**Touch**  
4016 148th Avenue NE,  
Building N  
Redmond, WA 98052  
info@touchworldwide.com

+1 888 732 6777 Toll free  
+1 425 885 0684 Office  
+1 425 885 068X Fax

touchworldwide.com

### Background

The client delivers industry-leading functionality for IT data centers, end-user computing and identity and security management. Each is a very competitive market. Channel management is a key competitive differentiator. The client engaged Touch to help ensure that their channel management, especially their partner business propositions, were optimized to drive revenue and to attract new participants to their partner program.

### Business Objective

- Increase existing partner satisfaction and loyalty
- Motivate and incent partners to sell and implement the client's software solutions
- Attract additional partners to their partner program
- Strengthen "partnering" as a core competency within their company

### Capabilities Required From Touch

- Detailed understanding of partner ecosystems and channel management
- Position the client's business proposition for channel partners versus the competition
- Identify client actions most likely to improve the overall partner business proposition
- Conduct qualitative and quantitative research of partner programs
- Turn insight into actionable partner programs, policies and procedures
- Establish a performance and rewards framework to strengthen the partner program

### Benefits Realized

- Improvements to short term channel sales growth and long term channel program sustainability
- Increased partner loyalty and successful competitive recruitment programs
- Value propositions targeted to each partner type: System Integrators, Distributors, Solution Providers, and ISVs
- Enhanced client management understanding of channel management optimization
- Improved corporate planning with more accurate measurement of channel program results
- Consistent channel program communications to partners and to client employees that help manage expectations and avoid channel conflict.

### Quick Success Fact

Targeting and managing your channel partner business propositions is a key contributor to gaining competitive advantage.

### 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.