



## Helping IT & Technology Companies Optimize Profitable Revenue from Channel Sales Teams and Partner Channels.

### Sample Customers

- Oracle
- Cisco
- Dassault/SolidWorks
- Jato Dynamics

### Partner Relationship Types:

- Strategic Alliances
- Vendor Partners
- Distributors
- OEMs
- System Integrators
- Consultants
- VARs/Resellers
- Influencers

### IT Channel Expertise

- IBM
- Oracle
- Microsoft
- Cisco
- Verizon
- Avnet

### Strategic Partner Expertise

- IBM
- Microsoft
- Cisco
- HP

### Why is Partner Revenue So Critical to IT/Tech Firms Today?

Stockholders, wall street analysts, owners, investors and other stakeholders expect IT/tech companies to consistently exceed industry and competitive growth rates.

In order to achieve these expectations, management teams are constantly looking to exploit revenue growth opportunities for current and new product/service offerings in both established and new market sectors.

Increasingly, the most efficient route to these ever-granular market and revenue opportunities are through business partners. In some cases, partners are an additional route to market. In other cases, partners are the only route to market.

As time-to-market, market windows and price points collapse, the ability to quickly access these market opportunities become paramount. Without partners, revenue growth opportunities can be completely missed.

### Why Is Consistent Revenue Growth from Channel Managers and Partners Challenging?

IT/Tech companies and personnel change. Market and economics change. Product and services change. This accelerating change creates both partnering challenges for all IT/tech firms...it also creates opportunities to exploit.

#### **Partnerships Can Become Unproductive:**

Partnerships become ineffective without adjusting to these changes or lack of basic execution/commitment over time. Vendor products become over-priced and underperforming negatively affecting VARs. Resellers can struggle to sell "solutions" reducing their value to vendors. Some partnerships are bad fits from the beginning.

#### **New Partnerships Are Always Needed:**

Some executives need to find more efficient partners with wider coverage models for lower

margin products. Some executives need to find "solution-oriented" partners with access and expertise to a lucrative vertical market.

#### **Weak execution by partner/channel teams:**

This includes: poorly trained channel managers, lack of best practice strategic alliance practices, compensation mis-alignment, channel conflict issues and under-utilized channel management tools.

Today, best in class IT/tech companies leverage partners better than their competitors. Their executive commitment enables them to build partnering expertise for the long term. Partnering expertise results in the ability to exploit change to their advantage.

### How does Adventace Optimize Partner Sales Channels?

#### **Partner Strategy and Program Development:**

Adventace will help develop channel and alliance partnership plan: by market and product segment, as well as the supporting program infrastructure.

Partner Channel Assessment Based on industry best practices, Adventace will assess current channel partnerships, recommend improvements and execute key initial actions.

Partner Execution Services Adventace offers select services in the following areas:

- Channel Executive Best Practices
- Develop Key Channel Partnerships
- Channel Management Training
- Partner Sales Training

### About the Adventace Channel Practice

The Adventace Channel Practice is a highly specialized consultancy to IT and technology companies. Adventace helps these firms maximize revenue opportunities by optimizing partner sales channels, strategic alliances, and vendor relationships.

