

Building a Sustainable Channel Program for Tomorrow... Today

As our digital and physical worlds merge, all facets of business are being impacted on a **global scale**

The growth of channel and technology has changed the way

vendors engage with partners

partners engage with end users



creating disruption and forcing vendors to re-evaluate their channel programs and develop new opportunities



OR find themselves at risk of being left out of the buying cycle

Traditional channel practices are very different for cloud partnerships. To stay afloat in the cloud, IT channel partners, ISVs and SIs must first **REASSESS** their partner base:

Define each role partners will play through a scoring method focused on **value**

Put a stronger emphasis on partner **profitability**

Replace "precious metal" tiering with a focus on the **strengths** of individual partners and programs

Only then can partners begin to create and follow a straightforward **STRATEGY** and reshape their value propositions to:

- Offer **web-based access** to business applications with full and limited functionalities
- Leverage technology advancements by supplementing traditional software functionalities with **mobile applications and analytics**
- Expand **customer service** to encompass small- and medium-sized businesses
- Provide services for **implementation** of the customer's cloud solution and **train** them in using the cloud-based software

In the end, collaborating with partners on individual business strategies and their growth objectives empowers them to:

Concentrate on unique **challenges**

Reduce time to market

Achieve sales and technical **expertise**

Deliver **measurable** outcomes

For more tips on building a sustainable channel for the future read:

Five Steps Towards Building a Winning Strategy for Tomorrow's Channel



About channelConduit

The channelConduit Suite from Vistex is a solution set designed to engage your indirect sales channels and equip you and your partners for program success. From marketing enablement and incentive management to channel payments, the channelConduit Suite provides companies with strategic insights into channel activities while optimizing the partner experience, and facilitating global program administration.

About Vistex®

Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue and reduce costs with their business partners by managing trade, channel and vendor programs, pricing, performance incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services.