

# Turning Partner Woes to **WOWS**

By **2020**

all new entrants

and **80%** of historical vendors

will offer subscription-based business models

leading them to break up with some old partners and connect with some new ones

## Not sure if you should **move on?**

It's time to let go if the partner is:

Refusing or unable to update their business models

Not penetrating new markets and acquiring new customers

Slow to specialize or obtain new certifications

Producing sub-optimal revenue

Demonstrating inadequacies in sales and marketing capabilities and resources

## Ready to recruit **new partners?**

Successful partners share these top traits:

Agility in choosing and supporting the right marketplace cloud services model, augmented with their own services

Abundant managed services capabilities

Adaptive business model for the rapidly changing cloud environment

Deft management of recurring revenue and sales commission models

Strong demand-generation capabilities

Creating and launching an effective channel program is hard work

## There is no **one-size-fits-all** approach

To reach success, you must have the **right partners** in your program

Get the **five top tips** for improving your partner network and ensuring program success

[Download the eBook](#)

### 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.

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