



PARTNER ECOSYSTEM DIMENSIONS

Insights into the dimensions that are critical when building or improving on a successful partner ecosystem

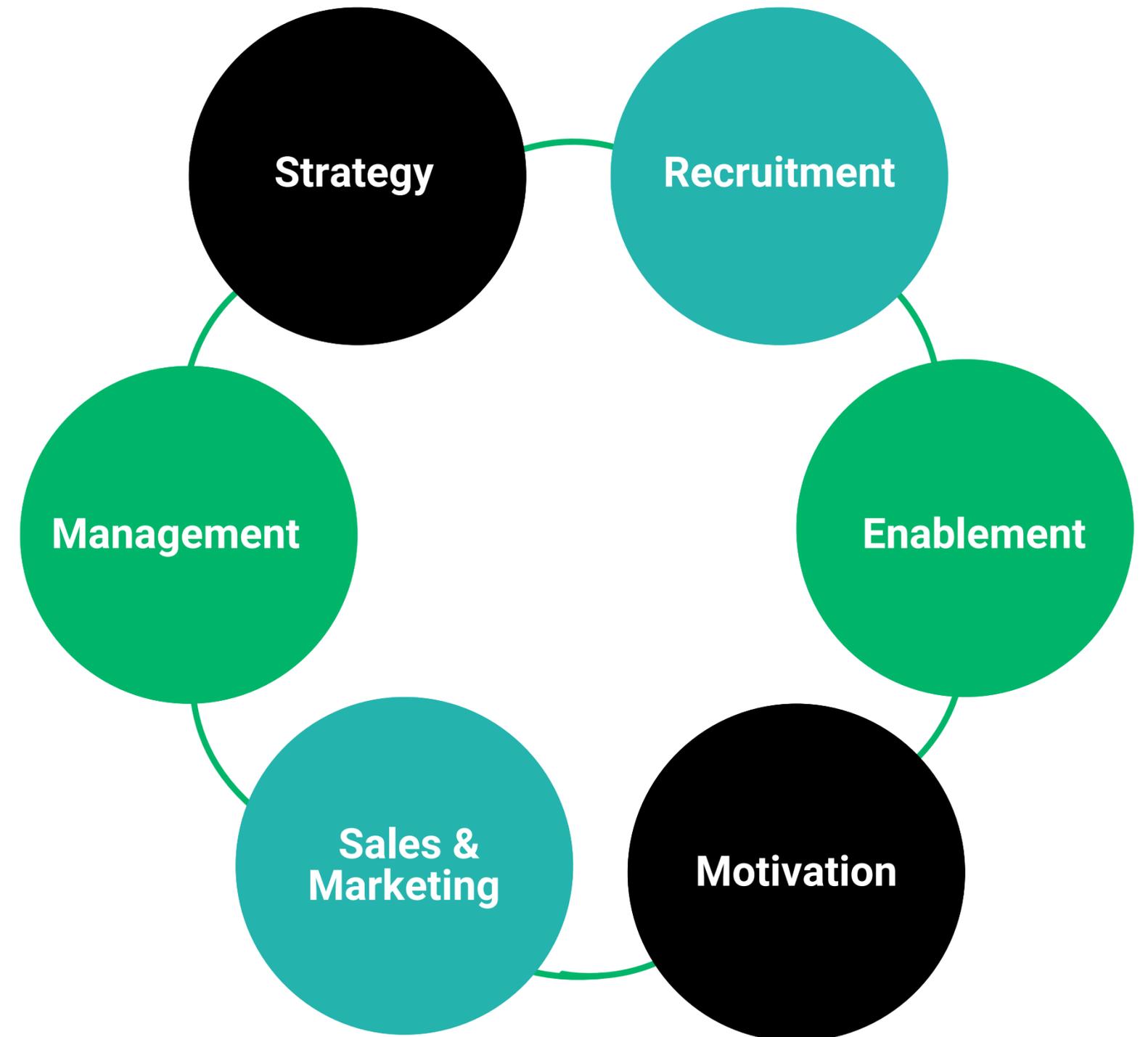
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CHANNEL ECOSYSTEM ROADMAP

The Partner Ecosystem Dimension wheel is made up of 6 categories:

- Strategy
- Recruitment
- Enablement
- Motivation
- Sales and marketing
- Management

Each of these categories are important for a solid partner ecosystem. Some phases are sequential while others can be run in parallel. One final note before we dive a bit more into each of the categories; designing your channel strategy is not a static / one-time exercise. You will need to revisit and refine it to address various changes through the life of this initiative.



Strategy

Strategy is simply defined by three elements.

1. Current State - Where are you today?

What is the current status of your ecosystem? What are your capabilities, etc.?

2. Desired State - Where do you want to be tomorrow?

What are your goals and objectives? What do you want to achieve within a specific time frame?

3. Strategic Roadmap - How do you get there?

How are you going to get from the current state to the desired state?

**All bold themes are critical for this dimension to be successful.*

Main themes

1. Objectives and goals

2. Market analysis

3. Competitive analysis

4. Products and pricing

5. Partner topology

6. Channel readiness

7. Budgetting and staffing

8. Program design

9. Sales and other
department alignment

Sub themes

5.1 Partner segmentation & personas
5.2 Routes to market
5.3 Coverage mapping
5.4 Distribution strategy
5.5 Distributio share shift policy
5.6 Emerging Channels

7.1 Internal organization
7.2 Tools

8.1 Tiers
8.2 Partner compensation (PoS)
8.3 Partner compensations (PoV)

9.1 Communication

10. Capacity planning

11. Go to market

12. Benchmarking

Recruitment

Recruitment is an ongoing process. You will acquire and lose partners, your strategy, market conditions, and other variables will evolve and require you to seek different types of partners in different geos and/or different verticals.

**All bold themes are critical for this dimension to be successful.*

Main themes

1. Segment targeting

2. Persona mapping

3. Competency analysis

4. Scorecarding

5. Time to revenue

6. Competitor coverage

7. Prospect pipeline

8. Content and messaging

9. Partner Portal

10. Contracts

11. Distribution

Sub themes

8.1 ABM approach

8.2 Influencer marketing

8.3 Community marketing

Enablement

Enablement is what you are going to do for your partners to ensure they are successful and performing up to or above expectations.

**All bold themes are critical for this dimension to be successful.*

Main themes

1. Onboarding

2. Rules of engagement

3. Partner playbooks

4. Battlecards

5. Competitive battlecards

6. Analysts

7. Partner training & support

8. Certifications

9. Sales plans

10. Marketing plans

11. QBR Meetings

12. Pre-Sales support

13. Post-Sales support

14. Customer experience & support

15. Implementation process

16. Lead passing

17. Deal shadowing

18. Brand Extension

Sub themes

7.1 Training - Sales

7.2 Training - Technical

7.3 Training - Marketing

Motivation

Motivation is the bag of tricks at your disposal helping you generate more mindshare from your partners and/or influence specific partner behaviors.

**All bold themes are critical for this dimension to be successful.*

Main themes

1. Tiered program

2. Deal registration

3. Financial Incentives

4. Other incentives

5. Demo / NFR program

6. Try & Buy program

7. Social promotion

8. Partner finder

9. Channel visibility

10. Advisory council

11. Partner nurturing

Sub themes

3.1 Front-end margins

3.2 Back-end rebates

3.3 Point of value additional sales

3.4 MDF & Co-Op

3.5 SPIFFs

3.6 Displacement incentives

3.7 Behavioural incentives

3.8 Contest & awards

4.1 Recognition

4.2 Loyalty program

4.3 MVP Program

4.4 Partner promotion

Sales & Marketing

Your internal sales and marketing teams are critical to the success of your partner ecosystem. They should always be involved with and contributing to the development of the partner ecosystem.

**All bold themes are critical for this dimension to be successful.*

Main themes

1. CAM / Sales alignment

2. Sell with

3. Sell through

4. Sell to

5. Deal desk

6. Bid / RFP support

7. Sales engineers

8. Competitive intelligence

9. Co-marketing

10. Co-events

11. Content sharing

12. Best practises sharing

13. QBRs, EBRs & sales reviews

14. Partner mentoring

15. Executive sponsors

16. CRM integration

17. Hybrid virtual manager program

Management

Management is how you tie it all together; people, program, performance, internal and external communications, internal support, etc. It is also how you stay aligned with the original strategy OR how your strategy needs to evolve.

**All bold themes are critical for this dimension to be successful.*

Main themes

1. Program management

2. PRM management

3. Opportunity registrations

4. Conflicts management

5. Contracts management

6. Data & privacy management

7. Sales & pipeline metrics

8. Marketing metrics

9. Partner benchmarking

10. Internal champions

11. Executive dashboards

12. Partner ecosystem ROI

13. Predictive analysis

14. Tools

15. CAM enablement

16. QBR meetings

17. Voice of the partner - NPS

Sub themes

8.1 Closed loop lead management

9.1 Partner scorecards

18. Other KPIs

19. Connectors



Webinar agenda | Partner Ecosystems

November '22

Understanding Partner Ecosystem Challenges

We discuss some of the most common and painful challenges encountered by vendors and partners.

December '22

Building A Roadmap

We provide a framework of six dimensions that we believe are critical to building and running a strong channel.

January '23

Designing Your Channel Strategy

How do you devise a strategy that will allow you to create a framework for a strong partner channel ecosystem.

February '23

Understanding Partner Taxonomy

Understanding the different types of partners and how to choose which types to work with.

March '23

Bringing Value To Your Partners

What do you have to offer as a vendor, what are your differentiators, what is your value proposition and what is your product market fit?

April '23

Channel Readiness Part 1

What program outline and processes do you need to have in place before you ever recruit a partner?

May '23

Channel Readiness Part 2

What assets do you need to have so that your partners understand the program and the benefits to them?

June '23

Recruitment Part 1

Creating your ideal partner profile, identifying and selecting the proper target audience, scorecarding partners.