

# CHANNEL DEVELOPMENT



We worked with an IT Infrastructure and Services client to **build and implement a channel plan** for scaling their managed services offering through their global partner ecosystem.

## Client Overview

A **Fortune 500 technology company** with the purpose to advance the way people live and work.

Annual revenue: **~\$27B**

Project domain: **Channel Sales**

Geo scope: **Global**

Year: **2021-2022**

"We needed a catalyst who could expedite partner selection, alignment, and readiness. CSG Advisory provided us the speed and ability to engage and onboard partners through joint planning workshops and enablement sessions."

- *Global Channel Director*

### Situation

IT marketplace is evolving and increasingly becoming service-led.

Our client's ambition was to build a managed services partner ecosystem that needed a holistic plan and incubating partners to pursue the indirect route to market.

### Our Approach

Our focus was on the complete operating model alignment instead of just sales alignment and included the following:

- Understanding the market forces
- Defining the strategic positioning for partners
- Conducting joint workshops with partners
- Partner sales enablement
- Demand gen support

### Impact

A documented plan helped drive leadership alignment, sponsorship, and investment supporting this multi-year initiative.

We developed an incubation program and provided hands-on guidance to partners committed to jointly building their managed services practice with the client.