

PARTNER PRIORITIZATION FRAMEWORK

For High-tech firms building a services partner ecosystem

Two dimensions for evaluating partner willingness in building and growing a joint services practice:

1 Partnering ability

Partners willing to align, invest and engage with the vendor to serve joint customers. Engage with the partner's leadership team to assess their priorities and commitment.

2 Services capability

Partner's competency, scale, and focus to build a services value pool. Assess this independently of the existing relationship, if any.

Additional notes:

- 1. This framework is an outcome of actual implementation for a Hi-tech client.
- It is not exhaustive regarding partner selection, and actual criteria may vary depending on the vendor's partnering model and offering.

