



An Introduction to our Services

Experienced, Bespoke Consulting for Partner Development



Our Experience

With over 20 years' experience of designing, delivering and optimising partner programs across EMEA, we use this knowledge to provide tried and tested business development models that accelerate successful partner programs.

These proven models are specifically tailored to align the client's value and business proposition with the expected partner outcomes, greatly reducing the time to value and revenue recognition.

Our Approach

Our approach includes an initial comprehensive consultation to define the business expectations and help identify the right partner business model for you, the client.

From this assessment we provide a comprehensive report that includes a project plan with timelines and milestones, a cost analysis, and a summary of objectives, goals and agreed outcomes.

Our Services

Business mentors are key —that's why when it comes to client engagement, we make sure we can meet and deliver on expectations with our bespoke services.

We want to give you the time and guidance you deserve to ensure that your success is our success, so we will only provide consultancy within our ability and resources.

Through a focused and structured business plan with agreed outcomes we deliver an efficient and effective program with measurable ROI and reduced timescales.

We continue your partner development through optimising your program over time, and providing an operational partner management system through a unified platform with next-generation PRM software and powerful marketing software functionalities.

We partner with Mindmatrix using their Bridge™ technology, built to engage and enable your channel partners, alliances, & internal teams.

As a specialised partner development consultancy we have experience in building specific business models that cover

- Distribution
- Value Added Resellers
- Systems Integrators (GSIs)
- Managed Service Providers
- Technology Partners & OEMs
- Consulting Partners

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Assessment

Comprehensive assessment process to define the business expectations and help identify the right partner business model for the client.

Design

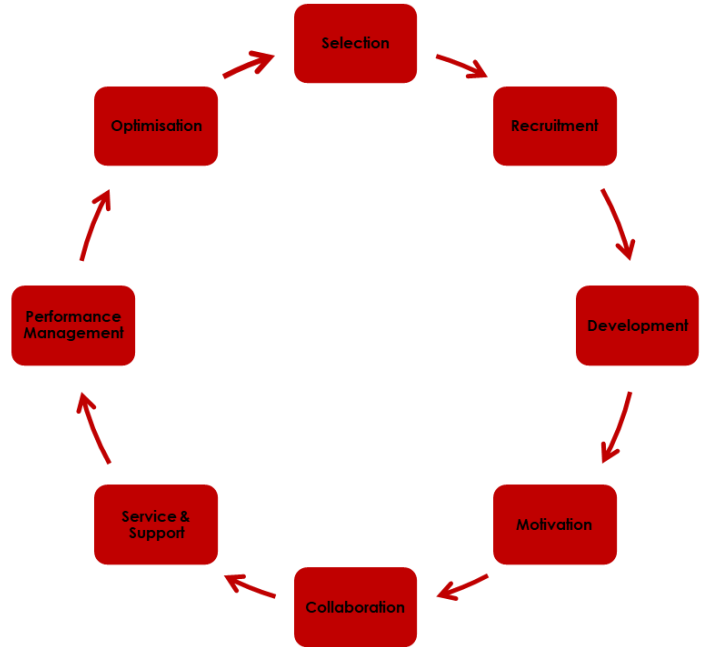
The design of the partner program is defined around three components which ensures that all areas of the program are structured and effective.

Delivery

The delivery of the partner program is defined using multiple swim lanes that develop elements of the three component areas to provide an operational program in a shorter time frame

Optimisation

Where a vendor may have an existing partner program that needs developing, adapting and/or optimising, PartnerFast! will apply the same assessment process to affect the required improvements, efficiencies and effectiveness.



Complete end-to-end partner management services

In order to ensure that the partner is successful in developing its business and revenues, a structured onboarding process with clearly defined stages and timelines is applied, agreed and reviewed.

The onboarding components are then aligned with a governance model to ensure that the expected agreed objectives, goals and outcomes are being met.

Immediate benefits

From the initial assessment to the agreed outcomes, objectives and goals, using the PartnerFast! consultancy services accelerates the delivery of a successful partner program. In the time it can take to recruit a Channel or Partner Director and get them effectively delivering, which could be over 9 months, PartnerFast! will already be working and delivering to the agreed business plan using its proven business methodologies and with a predictable cost for the project.

PartnerFast! removes all the complexities of employing a full time person, not only reducing time and cost to you the client, but ensuring that the project is delivered as expected and on time through a structured and focused consulting plan.

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Let's get started!

Contact us now to book an initial comprehensive assessment and let us help you define a successful partner program with realistic outcomes, objectives and goals, through identifying the right business model for your company.

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