

## PARTNER PROGRAM DESIGN AND IMPLEMENTATION

Delivering Programs, Tools, and Resources to Drive Partner Successes

As you build your partner community one of the key components to a successful market launch is the introduction of a robust and compelling partner program. Partners rely upon technology solution providers to deliver proven sales tools, marketing programs, along with rewards and incentives for achieving revenue targets and growth goals. It's essential to offer a partner program infrastructure that addresses these requirements along with the requisite support resources to drive the right channel behavior to sustain mindshare and focus for your offerings and services.



Let Indirectly design your Partner Program to enable all business partners within your community to benefit from your industry-leading technology. We have extensive experience developing and launching successful Partner Programs for many of today's technology leaders including Progress Software, HP, Ipswitch, Gomez, and Security Innovation.

We ensure your Partner Program will be fully leveraged by the partner community resulting in overall adoption and ongoing profitability for everyone. Our methodology and approach to partner program design and implementation allows you to fully embrace your partners in joint selling and co-marketing efforts.

### **Our Partner Program Design and Implementation service includes:**

- A national or global Partner Program to address all partner categories
- Outline of all requisite partner sales tools and marketing resources
- Definition of partner tiers and corresponding benefits and requirements
- Best practices for a successful program launch and ongoing program maintenance
- Periodic program updates and check-in calls to review progress and address questions
- Recommendations and insights on future program enhancements

*"They are Channel experts with deep experience ranging from the development of channel strategy to the implementation and management of relevant programs."*

**Contact Indirectly Inc. for pricing and complete details**