STRATEGIC TECHNOLOGY ALLIANCES DEVELOPMENT

Increasing Market Value Through Complementary Technologies

Partnering with complementary technology providers is one of the most effective ways to add more value to your solution. Customers are looking for enhanced functionality to increase the return on their technology investment. You can deliver this capability rapidly with minimal production efforts by identifying solution providers that possess technology innovations that improve the overall user experience.

Building a technology alliance partnership may involve key stakeholders to assess how to develop and manage an integrated solution that gains market acceptance. We support your teams' efforts by providing guidance on how to analyze the 'marketability score' for prospective technology alliance partners.

Our Strategic Technology Alliances Development service includes:

- Technology alliance strategy and implementation plan
- Target profiles, messaging, and unique value proposition for technology alliance candidates
- List of technology alliance partner targets and contacts
- Recommendations for joint selling and co-marketing activities with technology alliance members
- Periodic updates and check-in calls to review progress and address questions

"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