

Channel Management by Revegy

Drive partner revenue, mindshare and consistent execution

Engaging channel partners is a powerful way to rapidly grow sales with high profit margins. But making the process efficient and effective can be a towering challenge. We help remove issues such as lengthy on-boarding, limited partner mindshare and muddy pipeline visibility, so you can effectively drive revenue with your best partners.

Eliminate revenue obstacles

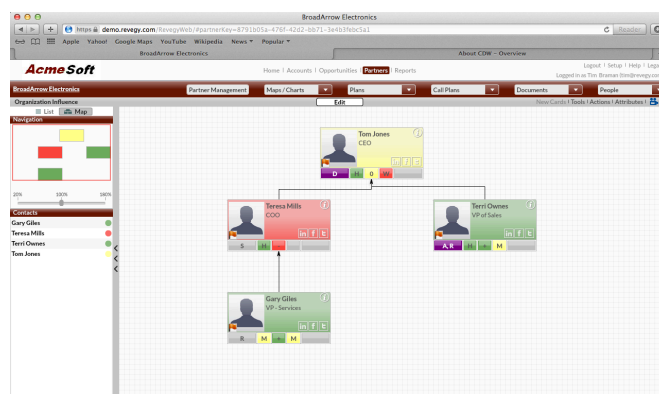
Whether you're dealing with Alliances, VARs or ISVs, our Sales Enablement solution provides best-in-class strategies that will improve partner loyalty and channel performance.

- Visual planning and execution tools identify opportunities and pinpoint the right actions going forward
- Partner analytics plus intelligent maps, tools, playbooks, priority grids and scorecards simplify channel management
- Highly configurable, cloud-based technology fits any channel, sales organisation, geography, and industry

Benefit from better-enabling your partners

Great things happen when you bring better consistency, support and collaboration into your channel partner network. We give you the tools to make it all happen – in record time.

- Quickly identify the partners that offer the best potential so you can invest appropriately
- Rapidly on-board partners using tools that deliver the right assets at the right time
- Increase partner mindshare by providing the sales training, collateral and tools they need to succeed
- Effectively collaborate and communicate on business plans, new product introductions and sales best practices
- Gain forecast accuracy and pipeline visibility by aligning channel partners' sales processes with end customers' buying processes
- Grow partner loyalty by matching your resources and solutions to the partner's key strategies and initiatives
- Improve partner deal management through standard processes, tools and improved communication
- Create consistency in partner execution - while adapting to the specific needs of different partner types (i.e., Alliance, OEM / ISV, VAR / Distributor)



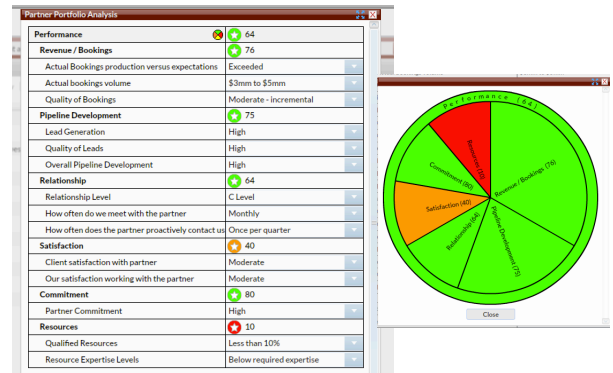
Partner mindshare is crucial to your success – understand and manage your advocates and adversaries

Companies that focus on partner “sales effectiveness” were 20% more likely to report a revenue increase from partner channels

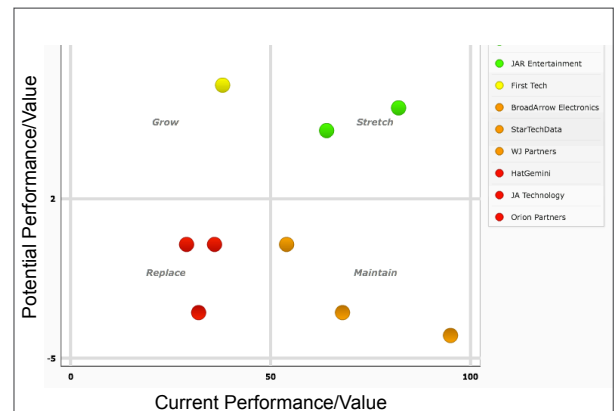
Use our capabilities to score more opportunities

Revegy is designed to fit the needs of any sales process, geography or industry. Here are just some of the ways it can help improve the results of your channel and alliance partners:

- **Partner Prioritisation Grid.** Identify high performers and partners with the most potential for growth, so that you focus your efforts on the right partners and quickly identify partners to replace
- **Channel Playbooks.** Deploy your best practice sales process, tools, collateral and other sales assets, through the cloud, to your best partners
- **Forecast Accuracy.** Leverage automated risk analysis, buyer-aligned sales processes and analytics to ensure your pipeline is more than a pipe dream
- **On-boarding Process.** Create a standard visual process to quickly ramp new partners or new products. Embed training, marketing tools and a progress scorecard to track how quickly partners are getting up to speed
- **Partner Business Plan Configurator.** Quickly tailor Business Plans and QBR templates that support your teams' best practices, to meet the needs of each program level, industry or geography
- **Relationship Maps.** Easily picture key stakeholders in your partner's organisation – identifying friends, foes, coaches and gatekeepers
- **Business Strategy Maps.** Document your partner's business model and strategies / initiatives to best align your capabilities and value



Annual partner plans map the markets, marketing / sales activities, revenue goals, training and investments needed for mutual success – while simplifying quarterly reviews, tracking and measuring effectiveness



Revegy's partner measurement identifies which partners are meeting their potential and where to devote your time and resources for best results

Trust your partner network to the complete solution

If you want to elicit more sales and maximise revenue from an extended selling network, you can't afford to depend on mediocre strategies and incomplete tools.

You need robust processes and intelligent approaches to complex challenges. You need Revegy. That's why you owe it to your company to find out more about our sales planning and execution solutions.

- Account Management
- Opportunity Management
- Playbooks
- Account Management

“The Channel Management solution is so incredibly intuitive. It's easy to understand the visual maps and plans - and they add real value to you and your channel partners”

- Duncan Cranmer
Director, Partner

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In partnership
with:

