

## bChannels Experience and Expertise Alliance GTM Workshops



### Who We Are

bChannels is a specialist in the development and optimization of routes to market and channel engagement process for global technology companies. Our team of consultants work with channel leaders in the world's largest technology businesses to develop effective channel strategy and process. We have people based in North America, Europe and Asia.

### Who We Work With

bChannels works with clients in every technology sector including Telco (with Cisco, Avaya and Alcatel-Lucent), Hardware (with Samsung, LG and Lenovo) and Software (with Symantec, VMware and SAP). Intel is our largest client.

### Alliance Go to Market Workshops

Commitment to a joint Go To Market model is a key component in the development of a successful alliance relationship, whether it be with a Service Provider, Integrator or Technology partner. bChannels offer a proven methodology to take you and your partner through the GTM development process to deliver a sales and marketing roadmap that will drive sales.

### bChannels Alliance GTM Workshop Process



This is a joint process involving executive, sales, marketing and product offer stakeholders. The workshop is facilitated by bChannels channel experts who have worked successfully to develop alliances with NetApp, Symantec, Fujitsu, Siemens and many other global technology vendors.

We provide an end to end process that includes goal setting, pre-calls with the key workshop attendees and follow up after the workshop to drive activity. We assign a lead consultant who stays with the process throughout. Meeting and phone call logistics are handled by our team to minimise admin load for our clients.

bChannels develops the project plan based on output from the workshop and follows up to ensure that outputs are delivered.

### For more Information

Check out our website at [www.bChannels.com](http://www.bChannels.com) or contact Matt Rowland-Jones on [matt@bchannels.com](mailto:matt@bchannels.com).