

bChannels Experience and Expertise Benchmarking and Best Practice



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.

Benchmarking and Best Practice

We have a specialist team who focus on benchmarking and best practice for our clients. Our goal is not only to identify best practice in each area we look at, but also to provide actionable recommendations explaining how our client should react.

Overview of the Programs

Vendor	Specialisations	Levels/Tiers	Training Requirements	Revenue Requirements
Vendor A	Channel, Services, Technology, SMB	Platinum, Gold, Silver, Registered	Sales and Technical	Yes, vary by tier
Vendor B	Intrusion Prevention, System Security	Elite, Premier, Associate	Sales and Technical	Yes, vary by tier
Vendor C	-	SecureOne, Vantage	Sales and Technical	Yes, vary by tier
-	-	-, Gold	Sales and Technical	Yes, vary by tier

Maturing

Developing

Your program versus the market
Strengths, weaknesses, opportunities and threats

	Accredited Reseller	Certified Partner	Enterprise Partner
PROGRAM REQUIREMENTS			
Profile and T&C	Yes	Yes	Yes
Revenue	-	>\$15k per annum	>\$150k per annum
Partner Plan	-	Via Distribution	Direct with Vendor
Sales Training	-	1 Certified	2 Certified
Technical Training	-	1 Online, 1 Certified	2 Online, 2 Certified
Website presence	-	Required	Required
Customer Support	-	Required	Required
PROGRAM BENEFITS			
Discount	20%	25% on Deal Registration	35% on Deal Registration
Rebate	-	-	-
Pre Sales	-	Via Dist	-
Marketing Support	-	Via Dist	-
Deal Registration	-	Yes	-
Special Pricing	On request	On request	-

Deep dive on key programs
Requirements and benefits by level in program

Analysis and recommendations
By region and by aspect of the program, portal and resources

Investment Priorities

Country	Channel	Program	Portal	Resources
UK	Evaluate role of specialist distributors	Develop formal benefits structure	Investment to present and market the program	Sales support materials Training
Germany	Drive recruitment of smaller resellers through inside team	Focus on enrolment and marketing content	Investment in brand awareness	Investment and support for inside sales team
US	Maintain flexibility of current model	Drive wider benefits e.g. Del Registration	Current third party tools for other regions	Development of back office
New Markets	Working through distribution to establish relationships	Allow for localisation to structure and content	Address reseller centre access	Demand generation Reseller CRM
Rest of World	Clear definition between direct and channel	-	-	Marketing Funds Market specific pricing

For more Information

Check out our website at www.bChannels.com or contact Matt Rowland-Jones on matt@bchannels.com.