

bChannels Experience and Expertise Channel Sales Enablement



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.

Channel Sales Enablement

Our Channel Sales Enablement services help our clients train their partners to market and sell solutions to end customers. Many of our clients are investing in tools and content to help partners drive demand, but partners are not taking full advantage.

bChannels makes outbound contact with targeted partners to train them to use marketing tools, to help them select campaigns that best fit, and enable them to execute effectively. We build relationships with partners to drive commitment.

Partner Marketing Enablement



Bringing Channel Marketing Automation to Life

Sales and marketing is a people business. bChannels people bring your channel marketing to life. Our people are native speakers with a strong sales and marketing background. This is not telemarketing. The partner is taken through a structured training process to enable them to interact productively with your on line channel assets.

A key point of difference is our ability to gather information on marketing campaign effectiveness and ROI, as we build relationships with channel partners.

For more Information

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