

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

Question answered: 'Why?'

Assessment of channel performance against competitive and best practice

Case Study: SAP

Worldwide benchmarking of the channel engagement process for partners in Large Enterprise sales. Reselling partners, influencers and services specialists.

STRATEGY AND TACTICS

Question answered: 'What?'

Development of optimum route to market, channel program and engagement model

Case Study: VMware

Development of strategy and tactics worldwide for distribution. Creation of a consistent worldwide engagement model for VAD.

OPERATIONAL EXECUTION

Question answered: 'How?'

Design and deployment of infrastructure and process to drive channel engagement

Case Study: Symantec

Operational management to design and deploy deal management process For SMB and Enterprise partners using Salesforce.com.

MATT ROWLAND-JONES: More than twenty years consulting with technology companies. bChannels General manager. Based in Europe.

ALLAN ADLER: Industry veteran with background in consulting and channel management. Based in North America.

PAUL CONACHER: Background with IBM Software in senior channel sales roles.

For more Information

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