

bChannels Experience and Expertise Lead Process Optimisation



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.

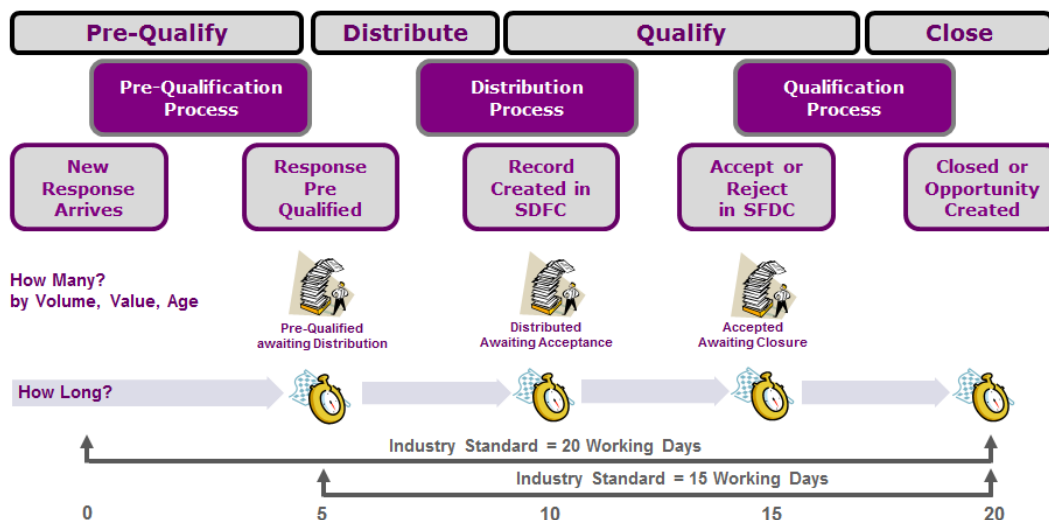
Who We Work With

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.

Lead Process Industry Standards

bChannels has delivered a number of highly successful studies for clients looking at lead management process through channel partners. In particular we focus on measuring our clients' performance in qualification and distribution of leads against the performance of industry leaders. We identify process fractures and make actionable recommendations.

Mapping the Cisco Lead Process against Industry Standards



Case Study: Cisco

We recently completed a project of this type for Cisco. Our recommendations were instrumental in the re-design of the Cisco lead process and in the creation of a Partner Demand Centre (PDC) to focus on qualification and closure.

For more Information

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