

## bChannels Experience and Expertise Partner Advisory Councils



### 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.

### Partner Advisory Councils

bChannels runs partner advisory boards and workshops for a wide range of clients including HP, Symantec and Citrix. We run these in Europe and in North America. Typically these events bring together representatives of ten to fifteen senior channel partners – resellers or distributors – in a quality environment to discuss relevant issues. We have outlined the services we deliver for Citrix below.

bChannels Role	Event Admin	Value Add
<b>BEFORE THE EVENT</b>		
Venue selection and hotel booking	✓	
Invitation process, attendee liaison	✓	
Topic review and agenda build		✓
Briefing calls with key contributors		✓
<b>ON THE DAY</b>		
Event and venue management	✓	
Event chair and discussion leadership		✓
Break out workshop facilitation		✓
<b>AFTER THE EVENT</b>		
Notes, analysis, recommendations		✓

### Flexible Outsourced Process

Our clients retain ownership for as much – or as little - of the process as they wish. For Citrix we take full budget responsibility, right down to venue and attendee travel.

Our team of facilitators are experienced channel management specialists who are actively involved with major clients to design and run programs. The facilitator will run your partner event on the day, challenging opinions, validating actions and driving closure on timing and ownership.

### 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).