Partner Segmentation

intelligent index

Get a deeply mined and comprehensive list of channel partners that are right for you.

Technology vendors often work with the same channel partners for long periods of time without changing. Yet it's likely there are other partners out there, ready, waiting and more closely aligned to the products and services you are offering.

How bChannels helps

Finding net new channel stakeholders – or ensuring your current partners are providing the most value – can be complex and time-consuming. Vast amounts of information are required; from understanding key strengths, to performance, to sector preferences and capabilities. bChannels Partner Segmentation provides all of this information – and more – and gives you a comprehensive list of channel partners that are best placed to successfully sell your products now and in the future.

About Partner Segmentation

Partner Segmentation helps **you identify, analyse and prioritise** your existing and net new channel partners to maximise sales and strategically **future-proof** your channel ecosystem.

✔ Save days and weeks of manual searching

✔ Make decisions based on actual business insights

✔ Choose the right channel partners to complement your business

✔ Extend awareness of your brand

✔ Grow your revenue and business

Use Cases

Find net new partners

If you are seeking net new partners, you get immediate insights into the quantity and quality of those with the right capabilities in the marketplace you are working in. These insights can help guide the planning and execution of investment focus and recruitment efforts – and speed up the time to acquire new channel partners.

Get insights from your existing partner ecosystem

When looking at your existing partner ecosystem, you will be able to easily and quickly see who has the desired blend of capabilities. Ensure your efforts are immediately spent on working with the partners with the right skills and focus

"The bChannels team made my Sales VP very happy, and in many ways that is the key measure of success."
Oracle Senior Director

Case study: Oracle

✔ 9,712 potential Oracle partners evaluated for software capabilities.

✔ 270 partners considered 'right-fit' for launch initiative

Get a free Partner Segmentation live consultation.
Contact: www.bchannels.com/about/contact-us

bChannels
empowering partnerships
www.bchannels.com

Partner Segmentation

What you get

Outputs can be in spreadsheet or visualisation format. The choice is yours.

Spreadsheet

Clients can choose to receive their data in a spreadsheet format with filters and segmentations built into the file. Frequently, this becomes the primary output of the initiative. Segmentation and modelling is run within the XLS with ability to alter and modify segmentation weighting for nuances in product targets.
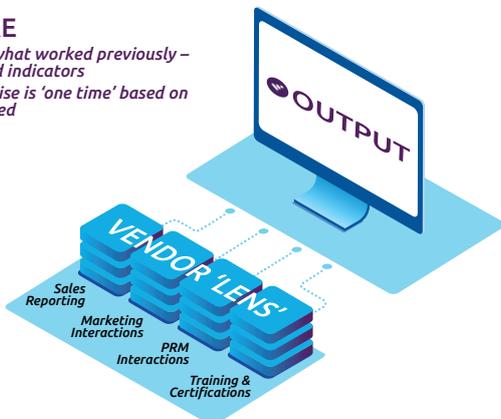
Visualisation

Visualisation outputs offer the additional benefit of being more interactive and are therefore often requested for multi-country or multi-technology initiatives. They enable both a very high level overview of the data, as well as a drill-down into the details in a very visual fashion.

Put simply, Partner Segmentation will:

✔ Identify partners' capabilities and characteristics using smart data

✔ Segment partners into their likelihood of being successful with your solution according to key business traits, offerings and strategies

✔ Prioritise best-fit partners to maximise the impact of your technology offerings … to maximise sales, focus your investments and make the most of your channel partner ecosystem.
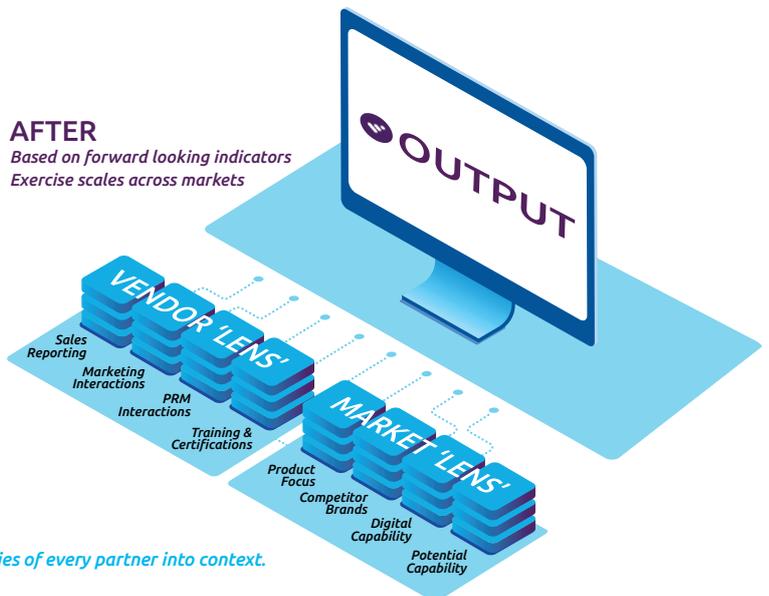
BEFORE
Based on what worked previously – no forward indicators
Each exercise is 'one time' based on specific need

OUTPUT

VENDOR 'LENS'
Sales Reporting
Marketing Interactions
PRM Interactions
Training & Certifications

AFTER
Based on forward looking indicators
Exercise scales across markets

OUTPUT

VENDOR 'LENS'
Sales Reporting
Marketing Interactions
PRM Interactions
Training & Certifications

MARKET 'LENS'
Product Focus
Competitor Brands
Digital Capability
Potential Capability

Combining existing data and market intelligence, Intelligent Index puts the capabilities of every partner into context.

Our Channel Services

bChannels offers a range of products that address your channel needs for insights, partner segmentation and recruiting, partner marketing, and partner relationship management support. Take an individual product, or combine them into an end-to-end solution.

Intelligent Index

Partner Segmentation is made possible through our bespoke and smart proprietary tool, Intelligent Index. It's a smart database that uses AI to combine existing data and market intelligence — putting the capabilities of every single channel partner into context.

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bChannels™
empowering partnerhips
www.bchannels.com