



PARTNER ACQUISITION & MANAGEMENT

Denave's Tele-Engine led Partner Acquisition and Management Campaign resulted in USD 1.2 M pipeline for a telecom equipment company along with the transaction of USD 30 K



CLIENT

Leading global provider of wireless broadband solutions



BUSINESS OBJECTIVE

OEM wanted Denave to help in strengthening its market outreach by creating a strong partner network via getting new partners onboarded along with management of existing set of partners. Since the client was new in the market segment, it was critical for it to establish the right foundation in order to find growth channels thereafter, in India as well as other geographies. Such placement was of utmost importance given the fact that the market was already saturated with established players and an aggressive strategy was required to create the right positioning for the client.



THE CHALLENGE

- ▶ Client had no firm positioning in its market segment
- ▶ Very less market visibility and hence, no recall
- ▶ Unplanned GTM strategies which were ongoing were leading to undesired and haphazard results, ultimately losing the sight of the set brand vision



THE DENAVE EDGE

- ▶ Denave implemented its "Channel Development" strategies to On-Board, Engage & Grow Partners for creating a strong partner network across defined geographies.
- ▶ Program was divided into 3 phases:
 - Phase 1:** Partner Awareness – Educating partners on client products and promotional offerings
 - Phase 2:** Partner On-Boarding – Identification of relevant partner's worldwide and eventually shortlisting and onboarding successfully
 - Phase 3:** Partner Management – Ensuring complete life cycle management comprising of nurturing, training, revenue generation, lead generation, end-customer engagement, sales pitching, discounting and rebates etc.
- ▶ Each phase was strategically designed and monitored to place client aggressively against competition for maximizing market capture – whilst delivering the required ROI



SERVICES OFFERED:

- ▶ Channel Management
- ▶ Partner Management
- ▶ Demand Generation
- ▶ Tele-touch for partner outreach



PROGRAM REACH

📍 APAC - India, Malaysia, Philippines, Australia, New Zealand



THE RESULT

- ▶ Successfully onboarded 153 partners
- ▶ Despite the pipeline population not being a part of the project, Denave helped the client attain a pipeline of USD 1.2 M with an actual transaction rounding up to USD 30K