



**Denave's channel management services resulted in 250% increase in revenues from once-dormant channel partners for global IT major**



## CLIENT

Global leader in high technology industry



## BUSINESS OBJECTIVE

The client sold its product and solutions through its channel network comprising of regional distributors, resellers, breadth partners etc. In the South East Asia region comprising 8 countries, the client had more than 10,000 unbilled Tier 3 and Tier 4 OEM breadth partners, who were categorized as Inactive (reduced consistency or no revenue contribution in the past 12 months).

The client aimed to activate and enable this vast breadth partner segment to capture channel market share and enhance revenue generation.



## THE CHALLENGE

- ▶ Large number of breadth partners
- ▶ Native language expertise
- ▶ Regional spread
- ▶ Lack of pragmatic approach
- ▶ Sustainable partner enablement engine



## THE DENAVE EDGE

Partner Enablement Methodology was applied to:

- ▶ Identify and segment partners
- ▶ Establish connect and build confidence
- ▶ Build a model for product and brand advocacy training
- ▶ Build regular engagement and feedback mechanism
- ▶ Enable enhanced contribution to revenue generation

Denave identified that the need was to connect, engage, educate and activate breadth partners through a strong cost effective partner enablement engine. The company offered its Channel Management services through a Tele-based breadth partner sales enablement engine across 8 countries.

The time span of the program was 7 years (2007 - 2013) and was focused on delivering different phases of partner engagement methodology across partner categories in all target countries. Strong training engine was established to deliver brand prominence and advocacy along with establishing the tele-sales engine to develop partner relationship and drive business value.



## PROGRAM REACH

📍 8 countries in South East Asia



## THE RESULT

- ▶ Activated and enabled more than 7000 breadth partners in the target regions
- ▶ 52x ROI
- ▶ 250% increase in revenue contribution from breadth partners
- ▶ Revenue of USD 2.7 million was generated in last year of the program alone