

# CHANNEL CHIEF IN INDIAN TECH INDUSTRY- THINK BIG



It is an absolute necessity for every corporate to build alliances to thrive in the business ecosystem. Corporates are always looking for expanding their partner base combining with the customer base to increase their business to address the \$1 trillion addressable market in the next 2 years. Channel Partner programs are so powerful that even multi-billion tech companies they plan implement and works hard to execute the programme.

Creating a successful partner programs isn't a piece of cake. it takes a huge efforts ,time and after it requires team work with strategic planning and implementation. The channel chief is responsible for establishing the Partner Program , with a clear strategy to motivate and engage channel partners to create more value for customers.

It is always recommended to create a customer-centric sales process. The idea behind nurturing a story on the above said topic is, since digital technologies are fundamentally changing the way companies are operating and competing in many industries. To stay ahead of the competition as well as sustain during a crisis like the COVID-19, it is time for enterprises to identify their 'go-to strategy' in accelerating and implementing digital technologies – Build, Buy or Partner."

The partner programme expects its partners to be innovative and have the capabilities for business model innovation that can extend across the geography. Partner programmes vary from company to company based on their size, volume and expertise. Corporates are spending billions of dollars to grow the partner business annually by giving direct access to all the critical business tools and information they would need to do business with their customers and partners.

Certain corporates follow their Global agenda and some customize the need and demand in the country by embracing partnership and collaboration strategy for their development. Most of the corporates expect their partners to be innovative and have the capabilities for business model innovation that extend beyond a service provider scope, so that they can leverage the partner's competencies and resources to deliver their business transformation goals. The fact is partners are the significant contributors to the company's revenue.

The partner programme is designed for the Value-added Resellers (VARs), Managed service providers (MSP), Consultants, System Integrators (SI), Original Equipment Manufacturers (OEM),

Independent Software Vendors (ISV),Distributors and in cases also for the agencies. It is utmost important to define the parameters that will decide whether you have achieved your objectives or not. Define the parameters of KPI (Key Performance Indicators) to measure your success.

Let's understand from the IT Corporates on how the Channel chiefs has formularised the better partner programme in their respective organisations to meet the KPIs at the same time, it need to be robust and partner friendly and their command to influence the Influential.



**AJAY DUBEY**  
FORCEPOINT INDIA  
PVT. LTD.



**ANIL SETHI**  
DELL TECHNOLOGIES



**ALOK SHARMA**  
AUTODESK



**ANUPAM NAGAR**  
HITACHI VANTRA  
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**ASHISH TANEJA**  
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**MURALI MOHAN**  
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**NEERAJ BHATIA**  
REDHAT INDIA PVT. LTD.



**PUNEET GUPTA**  
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**SANKET KULKARNI**  
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**STEVE KIM**  
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**SUCHIT KARNIK**  
RAH INFOTECH PVT. LTD.



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SOPHOS TECHNOLOGY  
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**VENKATA  
SEETHARAMARAJU DATLA**  
EXTREME NETWORKS  
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**VENKATARAMAN  
DHANAPATHY**  
CRAYON SOFTWARE  
EXPERTS INDIA



**VINEET GEHANI**  
XEROX INDIA PVT. LTD.



**VINEET MAHAJAN**  
UNILUMEN GROUP



## INNOVATION IN PARTNER PROGRAMS HELPS OUR CHANNEL PARTNERS SELL MORE



### NEED OF A PARTNER PROGRAMME

A Partner Program helps in engagement and enablement between partners and vendors. Forcepoint's channel model is built through what we call a 'Frictionless Channel Program' which involves streamlining the way we do business with our partners through simplified and consistent processes. It helps to build a deeper level of trust, while also placing a strong focus on strategic investment through business planning, engagement and execution.

### IMPORTANCE OF A PARTNER PROGRAMME

While companies are not required to invest in new partner programs every year, however, they do come up with innovations in the partner program depending upon the evolving technology enhancement and enablement. Forcepoint recently introduced two key initiatives the Global System Integrators (GSI) Platinum and Accredited Services Partners (ASP) programs that empower and enable partners to deliver world-class services and market-leading security solutions to Forcepoint customers worldwide. The innovation in partner programs also help our channel partners sell more. For e.g. we have recently launched Channel Sales Plays. These are essential tools available to our partners that enables them to sell deeper to our mutual customers.

### MAIN CONCERNS TO ADDRESS

Forcepoint Global Partner Program aims to achieve three organizational priorities, we call it 3Ps — First one is to make sure we are predictable, and our partners know exactly what they can expect from us. The second is to protect our partners, to make sure their investments are protected working with us. The program provides protection to partners, including deal registration and incumbency protection. And, the third is to make sure our partners are profitable doing business with us. We ensure every engagement, when partners work with us, is profitable from end-to-end perspective.

**AJAY DUBEY**

Country & Channel Head,  
Forcepoint India Pvt. Ltd.

## EVERY INVESTMENT IS DESIGNED TO EMPOWER OUR PARTNERS TO SERVE CUSTOMERS BETTER

### NEED OF A PARTNER PROGRAMME

Partners are an integral part of Dell Technologies' business growth. Dell Technologies' business is strongly supported by its global partner ecosystem and we continue to strengthen our partner ecosystem, with renewed focus and ample growth opportunities. Customers need partners whom they can trust and who can help them build the right foundation. They need partners who are technically proficient, partners who understand their businesses and what they are trying to accomplish. Together along with the partners, we're bringing the solutions that enable customers, skills that simplify the complexities and capabilities that encourage innovation.

### IMPORTANCE OF A PARTNER PROGRAMME

Dell Technologies continues to raise the bar on our promise of offering a simple, predictable, profitable partner program. These 3 tenets, along with the direct feedback from Partner Advisory Boards, Partner Summits and satisfaction surveys, guide the evolution of the Dell Technologies Partner Program. Simplifying our go-to-market structure, we have reduced our core product segments from seven to three, as part of widespread channel enhancements. We are making big investments to deliver self-service tools, a simpler program and more streamlined processes. Every investment is designed to empower our partners to serve customers better, to help them modernize their infrastructure and to deliver business outcomes faster than ever before. Dell has globally launched the new Payment Flexibility Program (PFP). The program offers more choice and predictability for our customers.

### MAIN CONCERNS TO ADDRESS

It is critical to design a simple, predictable and profitable partner program which benefits the partner ecosystem and enables them to support their customers. At Dell, we continue to invest heavily in refining and developing a world class partner program and we ensure that our partner's feedback is implemented effectively to improve the program.



**ANIL SETHI**

Vice President & General Manager-Channels India, Dell Technologies



## A WELL-STRUCTURED PARTNER PROGRAM IS BENEFICIAL TO BUILD THE PARTNER ECOSYSTEM



### NEED OF A PARTNER PROGRAMME

The digital transformation of businesses has led to a significant increase in the creation, consumption and analysis of data. To help customers in their Dataops initiatives which drive their Digital Transformation, several new processes and solutions need to be implemented. This can happen only when customers work with a diverse partner ecosystem that co-creates these solutions using technology building blocks from OEMs and their own services and IP. A well-structured Partner program which is easy to adopt, understand and beneficial to both parties is necessary for all OEMs to build this partner ecosystem

### IMPORTANCE OF A PARTNER PROGRAMME

Any Innovative Partner Program cannot be static – it has to change in line with business imperatives and it should also be able to create the desired change. It is also not necessary to change it every year if the deliverables do not change much as this would only end up confusing the partner community.

### MAIN CONCERNS TO ADDRESS

Hitachi Vantara looks at the following features in the design of our Partner Program: It must be Predictable: Proven, future proof offerings that leverage an integrated portfolio and open standards for third party integration and repeatability. Secondly, it must be Profitable: Build IP and services catalogue leveraging automation tools in a repeatable, efficient manner that extends touch points and increases customer value and lastly, it must be Pioneering: Extend relevance across customers by aligning technology and business outcomes. Up-level IT to an Innovation Center.

## ANUPAM NAGAR

Sr.Dir.- Channels & Alliances,  
Hitachi Vantra Corporation

## LENOVO DCG HAS ALWAYS BELIEVED IN A "CHANNEL FIRST" STRATEGY

### NEED OF A PARTNER PROGRAMME

Innovation and Intelligent Transformation are at the core of any successful business. For Lenovo DCG, channel partners are at the epicentre of our go-to-market strategy. Our goal is to elevate the partner experience by offering more attractive incentives, providing partners with tools that enable seamless sales, and automate the co-selling process. Lenovo DCG has always believed in a "Channel First" strategy, with an aim to provide continued support to and improve the performance of our channel partners.

### IMPORTANCE OF A PARTNER PROGRAMME

Our channel strategy is constantly evolving. Market dynamics are changing along with demographics. The challenge is that as customer demands increase, so does the pressure on the channel to understand every aspect of a customer's business. It is no longer enough to be simply good at selling a product – partners also need to offer guidance on how that product will maximize business outcomes for the customer and transcend their status from a 'seller' to a trusted business aide.

### MAIN CONCERNS TO ADDRESS

At Lenovo, we are guided by our '3S' Intelligent Transformation strategy – with Smart Infrastructure being one of those three pillars. It is our belief that in order for the world to be able to support its technological ambitions, we need to invest in our core technologies, such as servers, cloud, and edge computing. Our partner programs are built around this strategy and how we can help them value-add to their customers with Intelligent Transformation in mind.



## ASHISH TANEJA

Channel Lead,  
Lenovo DCG



## CHANNEL PARTNERS ARE THE NATURAL EXTENSION OF OUR BUSINESS



### NEED OF A PARTNER PROGRAMME

We are a channel-led organization, and channel partners are a strategic asset for us. We believe that channel partners are crucial for our success, they are a natural extension of our business as they help us reach target customers across markets including tier-2 & tier-3 areas. We have equipped our channel partners with the right information, products, and tools to reach out to potential customers and manage this challenging phase.

### IMPORTANCE OF A PARTNER PROGRAMME

At Western Digital, we have an integrated marketing strategy designed keeping in mind the future aspect. We try to bring innovative partner programs for our channel partners to get robust insights into the technologies, product design, etc. We design partner programs basis three pillars: Education, Reward, and Engagement. To educate our channel partners, we run consistent and robust partner programs to armour them for the changing consumer needs, market dynamics, and educating them on Western Digital products and solutions.

### MAIN CONCERNS TO ADDRESS

We value what the Channel partners bring to our organisation and run significant channel reward initiatives to reward their performance. We run different programs like TechTalk- an app-based training module for channel partners, and WhatsApp business platform to engage with channel partners to address newer opportunities emerging in the current environment. Thereby able to create demand for partners to revive and grow their business quickly. We are the first mover in embracing new sets of initiatives to enable partners to manage their business effectively during the lockdown and post lockdown phase.

## JAGNNATHAN CHELLIAH

Director-Marketing  
Western Digital India

## GROWTH AND PROFITABILITY ARE THE CORE OF OUR PARTNER PROGRAM

### NEED OF A PARTNER PROGRAMME

A partner programme showcases a framework that shows the direction by which partners can align with a company. At Schneider Electric, our Partner Programme supports the evolution aligned growth for partners in line with the present market trends, formidable industries and growth areas. Most of our programme structures come from real-time situations and challenges which our partners face and share with us. We offer the services and tools necessary for our partners to be more successful and ultimately more profitable. Our focus is strictly centered around providing profitability, training/support, insight and an overall better partner experience.

### IMPORTANCE OF A PARTNER PROGRAMME

At Schneider Electric, we are committed towards rapidly making changes aligned with the changing market dynamics. These innovative changes and modifications provide critical stabilisation levers to our partners. Recently, to support faster recovery, we announced a stimulus package comprising of lead generation, listing of our offers on b2b platforms, heightened focus on eCommerce, improved engagement on GeM, dormant and new partner activation and a well-oiled tele marketing engine. Our channel mission is to Create a best-of-breed, autonomous, scalable and modern channel eco system with equal importance to growth and profitability.

### MAIN CONCERNS TO ADDRESS

Growth and profitability are at the core of our Partner Programmes with the wrapper of ease of doing business. All our initiatives are scalable. A very essential component of our partner programme is the enablement for improved sales and technical vitality. Improved digital maturity ensures accuracy and speed. We are keen to support partners growth with equidistant balance of run rate and large deals. Lastly, we believe our partners are an extension of Schneider Electric.



## JAYA MAHADEVAN

Director-Channels, Distribution & Alliances,  
Schneider Electric India Pvt. Ltd.



## IT'S IMPORTANT TO STAY AGILE AND FLEXIBLE TO THE CHANGING CUSTOMER NEEDS



### NEED OF A PARTNER PROGRAMME

Channel partners are critical for any organisation as they not only extend your reach into the market but also provide the local knowledge, expertise and close relationships with end-users. Pure has a 100% channel business model so our partners have the trust that we will never sell direct to customers. Our partners also provide additional value by adding their own services or complementary solutions to enhance the end user experience.

### IMPORTANCE OF A PARTNER PROGRAMME

We think it's important to stay agile and flexible to changing customer requirements with innovative partner programmes but we believe the most important thing is to establish and maintain trust with our partners. For example in the past few months, we created a formalised lead passing program so that no leads get left behind. We want to make sure all leads have a dedicated resource reaching out to understand their business needs. Our experience shows, many times a new customer lead is looking for more than storage and this allows our partners to sell into their entire data center, creating even more business for our partners.

### MAIN CONCERNS TO ADDRESS

Some of the things we take into consideration are making sure that we have the right incentives for our partners to train their employees and also sell our solutions. We also encourage our partners to create their own solution bundles depending on customer needs and we often help them with our internal technical and marketing resources.

## JITHESH CHEMBIL

Head of Channels-India,  
Pure Storage India Pvt. Ltd.

## OUR PROGRAM DEFINES THE CLIENT REQUIREMENTS AND BUILDS MOMENTUM TO ADDRESS THE MARKET SHIFT

### NEED OF A PARTNER PROGRAMME

The partner program is a strategy to engage partners to create more value for customers. It is how we at IBM recruit, activate and retain partners in our ecosystem. Companies that utilize a partner program have been very successful in growing their platform through the ecosystem. The program also defines the way that we are observing our client requirements and the overall ecosystem shift that is happening across the industry and the need to build momentum to address the market shift.

### IMPORTANCE OF A PARTNER PROGRAMME

Key program attributes & benefits that IBM invests & evolves include areas such as: technical resources, education & training, marketing & go-to-market support, competencies and partner tracks that provide innovative benefits and focus on building capabilities that are core to the client needs. Just as the client needs are accelerating and transforming, the partner programmes need to also bring into play the new models that IT companies are using to deliver services to the customers across on-prem, hybrid cloud and multi-cloud models.

### MAIN CONCERNS TO ADDRESS

One of the most critical features of a partner program is the program framework which shows how the partner program should work and allows the partner to understand how they should engage with the vendor. In the recently launched reimagined IBM PartnerWorld Program, we focused on the 'build', 'service' and 'sell' motions of partners, allowing them to take advantage of innovative benefits in one or more tracks thereby expanding their opportunities with IBM. This also expands our engagement to the ISV and Managed Service models that are driving client engagements. IBM with its large portfolio of solutions ensured that there is a uniform programme for partners and a model that defines the different solutions and how the same will be consumed by end clients in its programme. We strive to continuously simplify our program in the complex world of how we and our partners engage with clients.



## LATA SINGH

Executive Director - Partner Eco-System &  
CSI - India & SA, IBM India Pvt. Ltd.



## UIPATH'S VISION IS TO DEMOCRATIZE RPA AND MAINTAIN AN OPEN, TRANSPARENT, CUSTOMER AND PARTNER-FOCUSED CULTURE



### NEED OF A PARTNER PROGRAMME

Our valued partners are critical to our success in India. Ours is a large and diverse country, and it's our Partner community that ensures both the reach and quality of service as expected by our customers. UiPath's vision is to democratize RPA and maintain an open, transparent, customer and partner-focused culture. A successful partner programme is one that ensures creation of qualified customer opportunities, allows access to the best of UiPath solutions to our customers, promotes active participation of the partner in line with our customers' success metrics, and also establishes a co-dependent relationship to service the customer in the long term.

### IMPORTANCE OF A PARTNER PROGRAMME

Automation is an evolving area and is bringing about new learnings with each passing year – to our customers, partners and to us at UiPath. We bring relevant changes to our programs in order to service our customers better. Our Partner Program is designed to provide easy access to required information and tools, ready to use marketing, sales and technical resources, campaigns, and event kits etc to help partners be more successful. The Automation portfolio of offerings is growing rapidly. It's very important to continuously upgrade our integrated partner ecosystem by providing them access to our learning platform - Academy for Partners.

### MAIN CONCERNS TO ADDRESS

A strong partnership is required to scale training, expedite deployment, and innovate new solutions. This allows us to seize opportunities and add value to our service delivery. The UiPath Partner Program is designed to: Accelerate a partner's ability to guide their customers through their RPA journey, thereby preparing them for the future of work and it allow the partner to leverage the platform internally to help reinvest their core services and achieve workforce gains. Secondly, it allows to co-develop innovative new solutions that utilise RPA capabilities and deploy RPA solutions as part of a broader business process optimization initiative.

**MURLI MOHAN**

Vice President, India Business, UIPATH

## STRATEGIC PARTNERSHIPS ARE FUNDAMENTAL TO ENSURE OUR CUSTOMERS' SUCCESS

### NEED OF A PARTNER PROGRAMME

As technology advancements continue to disrupt business models and organizations need to adopt new technologies, such as hybrid cloud, containers, artificial intelligence, automation to transform their business and innovate in order to differentiate themselves from competitors and drive business growth. As a result, partner programs have become an integral part of business strategies to grow in unfamiliar and new territories, tap new customers or sell additional solutions and services.

### IMPORTANCE OF A PARTNER PROGRAMME

Our partners with leading platform architects provide solutions that speed deployment, improve performance, and maximize return on investment. This allows Red Hat solutions to be incorporated in both broad and niche industries and ultimately allows us to reach a larger customer base and embed technology into more industry solutions. Our partners play a significant role in our go-to-market strategy and our overall success. Year over year, they have brought invaluable ability and resources for the benefit of our customers by being true ambassadors of Red Hat and our enterprise open source solutions, from automation to hybrid cloud infrastructure, Openshift based containerisation and beyond.

### MAIN CONCERNS TO ADDRESS

It is essential for partners to possess the necessary service capabilities to maintain and continuously enhance applications for customers, while delivering solutions around the cloud. This not only allows channel partners to maintain a higher bottom-line but also to expand their market share. Therefore, it becomes imperative to enable partners with emerging concepts like cloud, containerization, virtualisation, automation, AI, ML, etc. which will allow them to build necessary services frameworks to fulfill the role of service provider to their customers and address their business challenges.



**NEERAJ BHATIA**

Director Channel & Partner Alliances- India & South Asia-Red Hat India Pvt. Ltd.



## OUR SUCCESS DEPENDS ON THE SUCCESS OF OUR PARTNERS



### NEED OF A PARTNER PROGRAMME

Channel partners are the backbone of any sales organization and key for their go-to-market strategy. A robust channel partner ecosystem enables an organization to identify new market opportunities, reach, launch products and services and make the right set of tools, and resources available to help address customer requirements. We have always recognized that our success depends on the success of our partners and that we can all accomplish more by working together than we ever could on our own. The NetApp Partner Programs focus on enabling digital transformation for customers, accelerating partner profitability, and providing them a predictable business environment.

### IMPORTANCE OF A PARTNER PROGRAMME

At NetApp, we review and update our partner programs on an annual basis to make them current and aligned to the business and market demands. To ensure a consistent approach in our sales and marketing efforts, we run ongoing partner listening activities and seek their feedback on improvising the programs. Keeping in mind the ongoing global pandemic, we specifically designed Initiatives such as extending credit terms by 30 days for direct purchasing partners (distributors and direct resellers), extending eligibility for achievement in partner growth programs, delaying our next compliance review by three months and extending all certification expiries by six months – all helped us stabilize and respond to the pandemic better.

### MAIN CONCERNS TO ADDRESS

Our channel partner strategy is based on three key pillars – ensuring their business growth aligned to us, enabling their sales and technical resources skillset to be industry ready & supporting them in their innovation journey towards new technologies. We constantly and consistently work with our partners in simplifying their access to our systems, making it easier for them to claim; supporting them with new use cases in AI/ML, IoT, etc. as they innovate; running various enablement sessions to ensure up-to-date skills while at the same time investing in joint marketing activities and expanding into newer geographies.

**PUNEET GUPTA**

Managing Director, Netapp India Marketing & Services

## EARLY INVESTMENT HAS ALSO HELPED PARTNERS SEE A SIGNIFICANT UPTICK IN CLOUD BOOKINGS

### NEED OF A PARTNER PROGRAMME

Partner Programs are a key tool to reward, recognize and drive the behaviour of a partner organization towards achieving common goals and objectives set by both organizations. A healthy partner program not only helps build and continue businesses with incremental opportunities around this, but also helps drive success for both an individual and pan ecosystem level. With Citrix Partner Programs, we provide our partners with incentives that help them to drive and boost opportunities for their businesses. Along with driving business, our partner program also helps them earn the trust of their customers as an expert in secure digital workspace technologies.

### IMPORTANCE OF A PARTNER PROGRAMME

As a channel-driven enterprise, enabling our partner programs to best suit our partners' needs has always been a priority for us. We've been accelerating customers on cloud, since we have a large drive there. We have been enhancing our programs primarily to make sure that our partners have a jump start, while also teaching them how to use micro-edge services to build applications. Early investment has also helped partners see a significant uptick in cloud bookings, aiding their understanding of how the system works. At Citrix, we believe in aiding and enabling our partners to drive growth and bring that value as a differentiator into the workspace story.

### MAIN CONCERNS TO ADDRESS

For us at Citrix, virtualization, cloud, and digital workspace have been the key focus areas while putting together our partner programs, where we have also been performing better than most. Partner programs are basically about selling value. Helping partners understand the value that they can bring to Workspace, and making sure that we are accelerating cloud, has helped our programs to be successful. One of our key initiatives has also been educating and enhancing our partner skill sets. Our partners' long-term engagement with our initiatives comes from how they are able to build unique and differentiated businesses around some of the capabilities that we facilitate.



**RAGHURAM KRISHNAN**

Director-Partner, Citrix Systems India Pvt. Ltd.





## NO PROGRAM CAN BE IMPLEMENTED SUCCESSFULLY WITHOUT AN INVESTMENT



### NEED OF A PARTNER PROGRAMME

Partner Program is like blood in the body as it sets up the target between OEMs, Distributors and partners. Partner program binds all the three stakeholders together so that they can plan, sale in and sale through appropriately. Significantly, it acts as a regular reminder of for the entire duration of the program. In the absence of partner engagement programs, a business can become pure transactional where there is only a buy and sell relationship. This should not be a scenario for a long term and sustainable partnerships and therefore, partner programs are critical for business growth and success.

### IMPORTANCE OF PARTNER PROGRAMME

No program can be implemented successfully without an investment. The investment can not only in the form of rewards but it can also be in sales support. Also, partner programs give recognition to channel partners, which is equally important to maintain the tempo and motivation of the entire ecosystem.

### MAIN CONCERNS TO ADDRESS

The criteria RP tech India take into consideration are business targets, rewards, linearity, business hygiene and the additional breakthrough the partner program will be able to generate. A point-based partner program is the most popular and effective program implemented by RP tech India along with various vendors.

**RAJESH GOENKA**

Director, Sales & Marketing,  
RP tech India

## CHANNEL PARTNER PROGRAM ENABLES BUSINESSES TO SCALE UP SALES FASTER AND MORE EFFICIENTLY

### NEED OF A PARTNER PROGRAMME

For a company with an aggressive growth plan, it needs an accelerator and this can be achieved through Strategic Partnerships, where the partners can expand their influence and create captive market share, leading to a significant increase in revenue. Channel partner program enables businesses to scale sales faster and more efficiently. A single channel manager paired with multiple channel partners can accelerate growth and bring in the same amount of revenue as five or six sales reps, at only a fraction of the cost. Basically, Channel partners facilitate accelerated growth, higher brand awareness, increased revenue, presence in new markets and verticals.

### IMPORTANCE OF A PARTNER PROGRAMME

Creating a comprehensive portfolio of products and services to meet customer need while juggling cost and resource constraints is an ongoing struggle for nearly any business. Partnerships can help improve the range of products and services to create more value for customers. Creating or curating a partner program is an investment of time, effort and resources to align it with company strategy and vision. Investments on partner programs largely depend on the value a company is building for its customers.

### MAIN CONCERNS TO ADDRESS

The most critical and highly influential factor to be considered while designing a partner program is “Go-to-market strategy” which is uniquely focused on partner relationships. A clearly defined strategy towards the type of partners that the organisation would like to have in its ecosystem will reduce bottlenecks. Your strategy can straightaway point out if you need MSPs, VARs, or Consultants, SI, OEMs and ISVs etc.



**RASHMI BHARGAVA**

Chief Revenue Officer,  
ESDS Software Solutions Pvt. Ltd.



## CHANNEL PARTNERS ARE CRUCIAL FOR BRINGING THE COMPANY EXPERTISE DIRECTLY TO THE CUSTOMER



### NEED OF A PARTNER PROGRAMME

Our channel partners are key to our business in India - Nutanix is 100% channel driven in India and we see the IT Channel as our strategic partners. Channel partners are crucial to bringing the company expertise directly to the customer. Ultimately, we assist our partners in their own journey to the cloud and evolution to a multi-cloud future, by empowering them to effectively compete, transform and succeed in the modern, multi-cloud era. In turn, our partners work alongside us to ensure that our customers get the best quality of service, and the right technology, for their unique business requirements.

### IMPORTANCE OF A PARTNER PROGRAMME

We believe in consistently listening to the feedback of our partners to make our programmes effective, and that is what influenced our new global channel programme, Elevate – which was announced in early September. Elevate solidifies our commitment to our channel ecosystem. We have made investments into tools and resources that our partners can make use of, to succeed and adapt to the current business landscape. We also prioritize support to our IT channel.

### MAIN CONCERNS TO ADDRESS

At Nutanix, we believe complexity hinders growth. Our new partner programme Elevate, is built on delivering simplicity, profitability and predictability. We simplified the way partners can run their Nutanix business by reducing the partner levels to just two; Cloud Professional and Cloud Champion. At Nutanix, we have ensured that our new programme rewards the good quality of work that our partners do, ultimately benefiting our partners and in turn, influencing positive business outcomes for customers.

**RITESH SYAL**

Head & Director, Channel & Alliances,  
Nutanix Technologies India Pvt. Ltd.

## BUSINESSES OF ALL SIZES AND ACROSS SECTORS ARE LEVERAGING THEIR PARTNER NETWORK TO CREATE VALUE

### NEED OF A PARTNER PROGRAMME

In India, we have observed a growth trend for both enterprise and gaming businesses for which our channel partners are absolutely essential to drive business. Businesses of all sizes and across sectors are leveraging their partner network to capitalize on the potential of data to create value. As a brand we believe that partners play a vital role in driving business success. Engagement with our reseller partners, understanding and enabling them with right set of knowledge and tools helps them keep pace with the latest product trends and serve their customers with right offerings.

### IMPORTANCE OF A PARTNER PROGRAMME

At Seagate, we believe in continuous and consistent investments to ensure sustained growth of our partner and distributor network. We undertake several initiatives toward empowering them with the right set of knowledge and tools. We help them in improving their businesses, and delivering compelling results equipped with Seagate's full suite of enterprise and consumer data solutions.

### MAIN CONCERNS TO ADDRESS

It has to a win-win business relationship for the partners and the programme is built for partners to reap the benefits with our ever-expanding product portfolio and wide distribution coverage on various channels that we operate in. The programme is a success when end consumers have the freedom of choice and accessibility to any of our channel partners to purchase our products, conveniently and readily. When building the program, more key factors that come in play are ensuring a smooth onboarding processes, aligning partners with our authorized distributors, offering our partners profitable business returns, providing excellent after-sales support services, and equipping them with the right product knowledge so that these partners are able to sell the right product that best suit the customer needs.



**SAMEER BHATIA**

Dir. Asia Pacific CBG & Country Manager,  
SAARC & India, Seagate Technology



## THE PARTNER PROGRAM OUTLINES INVESTMENTS REQUIRED TO ACHIEVE RETURNS



### NEED OF A PARTNER PROGRAMME

A partner program provides the guidelines in which a business can create a growth plan. These programs and guidelines create predictability so that there is certainty in that plan. The program outlines investments required to achieve returns. With this, a business can determine what investments they can make.

### IMPORTANCE OF A PARTNER PROGRAMME

Yes, a company running a partner program and go-to-market strategy must make investments every year. Some investments sustain the foundation of the program fundamentals, like systems and enablement. And some investments must be aligned to strategy and continued evolution of the program given market and industry dynamics. This is particularly true in a growing market, but even in flat or declining markets there must be investment to support the program. At McAfee, we are constantly working to improve our program and that requires changes in investment or additional investment to be competitive in the market.

### MAIN CONCERNS TO ADDRESS

A partner program is made up of benefits and requirements. There must be a balance and fairness to the relationship between the two. Partner profitability must be put at the forefront and there must be a clear path to profitability given the requirements set to be in the program. For instance, there must be due diligence done to require the right amount of training to enable a partner, but not too much training such that it results in higher costs in time and resource that cannot be off-set by sales. Even “free” training costs a partner resource time. In other words, the benefits have to more than pay off the cost of the requirements.

**SANJAY MANOHAR**

M.D.,

McAfee Software India Pvt. Ltd.

## CHANNEL IS AN EXTENSION OF OUR BUSINESS IN INDIA & APAC

### NEED OF A PARTNER PROGRAMME

Two heads are better than one and this is especially true for partner programmes. The partnership between vendors and channel partners are mutually beneficial in that it enhances brand awareness, extends market footprint and grows customer base. As a channel-first company, Tenable regards the channel as an extension of our business in India and the rest of APAC to decrease time to market, provide access to new competitive markets, tap into training resources and establish an indirect sales channel.

### IMPORTANCE OF A PARTNER PROGRAMME

Just as growing plants requires watering, organisations must invest in partner programmes to help them keep pace in an evolving business landscape. Many factors such as economic, social and technology changes can impact channel programmes. It's advisable to review programmes, have the flexibility to change gears when needed and ensure those channel partners are armed with the latest knowledge, resources and technology to be effective.

### MAIN CONCERNS TO ADDRESS

We continue to invest time and resources into our Tenable Assure Partner Program, which positions partners to build long-term, consultative relationships with customers.

Our partner program provides long-term protection for partners by registering all enterprise and commercial deals and helping them build predictable annual revenue by protecting incumbent partners at renewal.



**SANJIV PARDAL**

Channel Manager,

Tenable Network Security India Pvt. Ltd.



## OUR EFFORTS ARE AIMED AT MAKING OUR POLICIES AND INITIATIVES CHANNEL FRIENDLY



### NEED OF A PARTNER PROGRAMME

Without a doubt, partner programs create significant growth in sales and distribution of a product or service. I believe, it is very important to ensure channel partner programs to evolve in order to respond to changing market needs, consumer behavior, and channel desires. At Acer, our programs have evolved much ahead of the market where it helps partners to give better experience and competitiveness especially in the face of intense e-commerce sales. Our program aims to create an environment combining our strengths with our partners to create immense value for customers and, in turn, foster mutual growth.

### IMPORTANCE OF A PARTNER PROGRAMME

Time to time investment in partner programs help accelerate partnerships and provide new growth opportunities for the party. However, Acer periodically undertakes extensive reviews of its existing Channel partner programs based on their suggestions, changing needs, and dynamics in the market and identifies opportunities to provide support and thereby increase productivity. Our innovative Omni-Channel experience is designed to cater to the needs of our Acer Exclusive retail partners in the current COVID-19 scenario and it is Acer's first step towards a longer-term Omni-channel strategy.

### MAIN CONCERNS TO ADDRESS

Our partners have played a crucial role in positioning Acer as a leader in the technology segment and remain the key medium to reach out to our target audience. They are an extension of our company and the only go-to route for us. However, to keep the success ongoing, as a brand we need to understand their requirements which is a necessity to design a successful partner program. We also spend considerable marketing investments on platforms like Google and social media to promote our partner stores to generate leads and help partner's business grow. All our efforts are aimed at making our policies and initiatives channel friendly and support them to grow.

**SANJEEV MEHTANI**

Country Manager – Sales, Acer India

## THE FOCUS OF OUR PARTNER PROGRAM IS TO DRIVE CUSTOMER SUCCESS TOGETHER

### NEED OF A PARTNER PROGRAMME

Harnessing the strengths and abilities of the partner ecosystem is one of the most strategic ways for businesses to scale their innovation and solve complex challenges. We treat partners as an extension of Oracle. We see to it that partner resources are as enabled as every other resource within our organization. A well-designed and sustained partner program complements our efforts to collaborate more deeply with our customers. Our partners understand and appreciate our technology as well as how it can be integrated into their business to help their customers become more successful.

### IMPORTANCE OF A PARTNER PROGRAMME

Aligned to Oracle's cloud-first strategy, we're committed to nurture a robust partner ecosystem and engage with customers on transformational deals. The cloud has shifted customer demands, placing the focus on innovation, speed, and customer experience. Ultimately, our partner-focused programs are designed to ensure customer success. We have recently made a huge investment to completely revamp our existing partner program by launching "Modernized Oracle PartnerNetwork" which is a customer-focused, cloud-first partner program that accelerates the transition to cloud, driving superior customer experience and business outcomes.

### MAIN CONCERNS TO ADDRESS

At Oracle, the focus of our partner program is to drive customer success together. Therefore, our partner program OPN 2020 has been designed with focus on 3 key tenets and they are

Customer centricity, Success driven approach and Simplified process. Partners are key stakeholders for us when it comes to driving growth for Oracle as they account for around 80% transactions in one way or another in JAPAC. Therefore, we have ensured to integrate elements in our program such as – trust & relevancy with customers, accelerating time to market and enabling easy identification of new opportunities through clear program tracks.



**SANJOY MUKHERJEE**

Senior Director & Head Technology Alliances & Channels, Oracle India Pvt. Ltd.



## PARTNER ENGAGEMENT IS A TWO-WAY STREET, WHEREIN INTERACTION & DIALOGUE HOLDS THE KEY



### NEED OF A PARTNER PROGRAMME

Ever since D-Link set its foot in the Indian subcontinent, channel partners have played an important role in our business growth. They have been a strong propagator of D-Link products, advocating our networking solutions across various business segments. At D-Link Partner Programs are designed to engage with partners, motive them to do better and support them to grow business. Through our well-structured and well-defined Partner Program we offer special incentive programs on monthly and quarterly basis that allow partners to derive maximum benefits & keep them motivated.

### IMPORTANCE OF A PARTNER PROGRAMME

Building strong relationships, Consistent communication, Rewarding & recognizing partners for their support is crucial to the success of any business in long term. Partner engagement is essentially a two-way street, wherein interaction & dialogue holds the key. For a healthy, scalable and long-term association brands need to be invested in understanding partner needs, practical challenges being faced & then providing feasible support.

### MAIN CONCERNS TO ADDRESS

D-Link has a rich partner ecosystem who have played a vital role in broadening our reach across various segments, accelerating business growth, and reaching out to newer markets. Being a channel driven company most of our marketing & promotional activities are directed towards partner welfare, offering support to get them up and running with minimal effort on their part.

**SANKET KULKARNI**

V.P- Channel Sales,  
D-link India Ltd.

## A PARTNER PROGRAM HELPS TO CREATE MORE VALUE FOR CUSTOMERS

### NEED OF A PARTNER PROGRAMME

As modern enterprises strive for digital transformation, they need to constantly adapt to evolving technologies and business models. A Partner Program therefore helps define the guiding principle and strategy for the working of a partner program that will motivate and engage partners to eventually create more value for customers. Huawei follows a 'Being Integrated' Partner Ecosystem Strategy to strengthen its enterprise business, and aims to establish partner policies that are fair, just, transparent and simple. Huawei will continue to collaborate with its partners to help them make the very best use of their market coverage.

### IMPORTANCE OF A PARTNER PROGRAMME

As part of its commitment to build strong, global partner ecosystem through collaboration between Huawei and its many partners, Huawei has time and again released corresponding partner programs for its various partner categories including Sales Partners, Solution Partners, Service Partners, Talent Alliance Partners, and Investment & Operation and Financing Partners. These partner enablement programs cover multiple areas of cooperation and knowledge building such as trainings, go-to-market success programs, co-marketing with partners. Huawei also continues to fund the technical, marketing, and sales resources needed for its partners to develop, construct, and market Huawei-based solutions.

### MAIN CONCERNS TO ADDRESS

At Huawei, we are dedicated at maximizing the value for our Channel Partners and customers by encouraging them to explore enterprise business market opportunities and foster an all-inclusive growth for the ecosystem. To further encourage this growth, we follow a multi-pronged development programs and activities for our partners globally as well as in India.



**STEVE KIM**

President Of Cloud & AI Business Group, Huawei India



## WE ENGAGE WITH THE CUSTOMERS AT ALL LEVELS AND ARE VITAL FOR BUILDING RELATIONSHIPS



### NEED OF A PARTNER PROGRAMME

Channel partners are the most important element in the overall distribution network and we take utmost care in building and nurturing our partner ecosystem. They engage with the customers at all levels and are vital for building relationships and offering support and services for them. Henceforth, it is very important the partners are well trained, adequately informed and sufficiently supported to add value to the over distribution led business.

### IMPORTANCE OF A PARTNER PROGRAMME

Investment in our partner ecosystem is a continuous and ongoing programme and our investment goes in for conducting technical training sessions, relationship building measures and partner empowerment activities.

### MAIN CONCERNS TO ADDRESS

We design our partner program keeping in mind the requirements of our technology partners or OEMs as well as with a close eye on the industry dynamics and customers' requirements. The partner program also includes technical demonstration sessions and simulations to give them hands-on experience of various technologies and probable use cases. Besides, as part of our partner connect program, we run spiff and incentive programs to encourage as well as to recognize the efforts of our channel partners.

**SUCHIT KARNIK**  
COO,  
RAH Infotech Pvt. Ltd.

## PARTNERS ARE THE FACE OF THE COMPANY AND THE WHOLE RESPONSIBILITY LIES ON THEIR SHOULDER

### NEED OF A PARTNER PROGRAMME

Channel Partners always play a crucial role in the success story and form the backbone of the company as they represent a vendor to the customers when it comes to their go-to-market strategy. Partners are the face of the company and the whole responsibility lies on their shoulder as the influencer to convert a potential customer into a permanent one. Thus, to achieve success a happy partner is of utmost importance and that a vendor company like us needs to understand the requirements of the channel partners which are the key to reach the pinnacle and fight competition. Thus, partner's compatibility with the company is extremely important to make any partner program a success for the greater good of both.

### IMPORTANCE OF A PARTNER PROGRAMME

An effective Partner Program spurs growth of the channel, hence it remains the most important part of the channel expansion strategy. A meticulous planning and execution of the Partner Program certainly help to create the conditions for success. It presents partners with an opportunity to grow the business and expand profitability. At Axis Communications, we go through year-on-year investment planning process, at a global level, basis the pulse of the market to have a successful partner program for a beneficial reach in the market.

### MAIN CONCERNS TO ADDRESS

One of the key features that we emphasize, is towards educating our channel partners, as we want them to be trained with the Axis tools and technologies – both in terms of how it can benefit the customer and how to successfully deploy our solutions as per their requirements. As an organization, our focus is to sell end-to-end solutions integrating audio and thermal solutions. Our focus will be to align our channel partners and support them during the deployment of solutions, and service, making the process seamless. Once our customers see the benefit, we expect more of our end to end solutions being implemented.



**SUDHINDRA HOLLA**  
Director- India & SAARC, Axis Communications



## WE LEVERAGE THE PARTNER NETWORK TO DELIVER A BETTER CUSTOMER EXPERIENCE



### NEED OF A PARTNER PROGRAMME

Channel is central to our business growth strategy. We leverage our existing India Channel Partner network to reach all customers spanning all ecosystems, working and strategizing with them to deliver a better customer experience.

### IMPORTANCE OF A PARTNER PROGRAMME

The focus for the Check Point is to deliver the best growth opportunities and rewards in the industry and help our partners be more successful and profitable. We remain committed to helping our partners win new business and build even stronger relationships with existing customers. That is why we continually look at ways to improve our initiatives and benefits for our customers. At the beginning of 2020, we launched the Check Point Partner Growth Programme, a new programme to reward, enable and expand partner capabilities to win new customers and deepen customer relationships.

### MAIN CONCERNS TO ADDRESS

The Check Point Partner Growth Programme was designed in consultation with hundreds of Check Point partners across the globe. The following are key features we took into consideration is the support and resources: The program enables deeper collaboration with Check Point, giving access to expert support and resources to speed up customer sales cycles and secondly, predictable growth margins: Partners enjoy predictable growth margins and recognition when winning new accounts, closing strategic win-backs, and accelerating customer adoption and success.

## SUNDAR N BALASUBRAMANIAN

M.D.-India & SAARC,  
Check Point Software Technologies

## OUR PARTNER PROGRAM IS BUILT ON SIMPLICITY AND TRANSPARENCY

### NEED OF A PARTNER PROGRAMME

Partner Programs help to consolidate sales and distribution of any business that adopts channel-based business model. A well-defined partner program provides a framework that lays the foundation of growth-oriented path for channel partners. Through a partner program, a channel partner can plan and execute its business journey that is rewarding at each step. A level-based partner program helps channel partners to increase their revenue and profitability according to their partnership level (Authorized, Silver, Gold and Platinum) and loyalty.

### IMPORTANCE OF A PARTNER PROGRAMME

Innovations are at two levels. One is at broader framework and strategic level and another is at the tactical level. Broader framework includes attributing level-based partnerships, tiered discounts, launching promotions, and training calendars. Whereas, tactical level includes way partner program is executed to empower partners and their business. Sophos believes in innovating at both the levels.

### MAIN CONCERNS TO ADDRESS

Sophos' global partner program is built on following key features and they are Simplicity and Transparency: Our entire partner program is simple but comprehensive. Partners are well aware and informed on the registration process, enablement tools, trainings and growth path associated with the partner program and the other one is Partner Profitability: Our channel policy rewards commitment. The more partners are committed to Sophos, more profitability they can achieve.



## SUNIL SHARMA

M.D-Sales - India & SAARC,  
Sophos Technology Pvt. Ltd.



## THE NEW 'EXPERTISE REBATE' PROGRAMME WILL REWARD PARTNERS FOR BUILDING THEIR CAPACITY



### NEED OF A PARTNER PROGRAMME

Extreme operates as a 100% indirect business in India, which means our distribution and reseller partners are critical to our business. As a result, we focus on our Indian partners' growth, profitability and competitiveness; and their capability to sell, implement and support Extreme's entire cloud-driven networking portfolio. We provide our partners with sales and marketing, training and technical support. We support our partners with joint sales and marketing campaigns and MDF, and we have a robust deal registration process so that any partner who brings a new deal to Extreme is backed 100%, with additional margin support and rebates at the front end of a deal for net new logos to better compete with other alternate networking solutions.

### IMPORTANCE OF A PARTNER PROGRAMME

Extreme is constantly looking at new ways to add value to our partners through innovations to our partner programme. We do this by responding to our partners' feedback during the year, which is then incorporated into new programme features and enhancements that we roll out on an annual basis. Next year, we will be introducing a new 'EXpertise Rebate' programme, a backend rebate for strategic products and specialisations, to reward partners for building their capacity and resources to supporting our solutions.

### MAIN CONCERNS TO ADDRESS

Ultimately, the design of our Partner Programme and any enhancements and investments we make in it have to meet our three core goals in how we work together with our partners. These goals are to increase the simplification of our programme; We have created more not-for-resale (NFR) bundled offerings, giving our partners a one-click request for quote which has made the process a lot easier for our distributors and partners. Lastly, we offer our partners marketing teams free self-service resources like Website Content Syndication, Email and Event marketing tools and multi-language campaigns.

## VENKATA SEETHARAMARAJU DATLA

Channel Sales Director(India & SA), Extreme Networks India Pvt. Ltd.

## PARTNER PROGRAMME IS AN IMPORTANT LINK BETWEEN VENDORS AND CUSTOMERS

### NEED OF A PARTNER PROGRAMME

Partner programs are effective business strategies that help the business to grow its sales footprint and diversify the users network. Partner programmes bring in the revenue, and can be an important link between vendors and customers. Similar to a company's advisors or collaborators, partners can be crucial to the overall success of a business. Their impact on sales, market share, innovation, and even brand recognition can be enormous.

### IMPORTANCE OF A PARTNER PROGRAMME

Yes, we do invest in our partner programmes on a regular basis. At Crayon, we are committed to making partner success synonymous with customer success. Our goal is to help partners intelligently connect with their customers and offer them a frictionless experience in their DX journey. Supported by our wide partner network, we are confident that Crayon now has the additional skills & experience to meet its partners' demands and further create new business opportunities.

### MAIN CONCERNS TO ADDRESS

While considering a partner programme, we have to take into account what we are offering to our partners, in terms of resources and benefits. It has to have technical training as well as sales enablement, incentives and discounts, marketing assets etc. At times, the programme may also include benefits such as sales and technical support, IP Co-Sell, Solution Show Case, POC credits, Access to a dedicated partner account manager and joint business planning sessions for the partners.



## VENKATARAMAN DHANAPATHY

E.D.- Sales & Strategy,  
Crayon Software Experts India





## A WELL ROUNDED PARTNER PROGRAM SERIES THE MUTUAL INTERESTS OF THE ORGANIZATION AND ITS CHANNEL FRATERNITY



### NEED OF A PARTNER PROGRAMME

Partners are the backbone of sales organizations and a strong and robust channel network is a key contributor to overall business success. Well-designed Partner programmes add value in many ways – from creating a structured approach to the education and upskilling of partners, to feeding back insights into the system that guides innovation, to motivating them to drive business growth. At Xerox, our partner program certifies partners to ensure they have access to high-value products, they progress within the program and receive incremental benefits and access to cooperative marketing support.

### IMPORTANCE OF A PARTNER PROGRAMME

That depends on a multitude of factors, but ideally, that may not be required. Frequent updates – based on market led adaptive dynamics– to a well-rounded Partner programme to begin with, usually serves the mutual interests of the organization and its channel fraternity well enough. We introduced a series of initiatives to support business continuity and digitization efforts, including training on doing business in line with the changing landscape. The end goal for any program should be to equip channel partners with the right knowledge, business tools and motivation, enabling them to do better.

### MAIN CONCERNS TO ADDRESS

Our Channel Partner programme certifies and rewards our partners, helping to grow and develop channel business. The certification process ensures partners have access to high-value products (such as production technology) and reach higher levels in the programs, receiving greater benefits and access to cooperative marketing funds and rebates. We have recently launched a channel partner program coined as “Xerox A.C.E”, which focuses on working closely with our channel partners and rewarding them to cover and WIN more end customer accounts, in varied end customer segments of the wide SMB and Large enterprise market in India.

**VINEET GEHANI**

Director – Technology & Channels, Xerox India Pvt. Ltd.

## A WELL-ROUNDED PARTNER PROGRAM SERVES THE MUTUAL INTERESTS OF THE ORGANIZATION AND ITS CHANNEL FRATERNITY

### NEED OF A PARTNER PROGRAMME

Partner (Channel partner) is the backbone of the fourth ‘P’ of marketing i.e. “Place”. Technology partners are integral part of the Solutions world and are an extended arm of a company to promote its products and services to end customers. These partnerships augment the sales teams, broaden the reach, and provide the customers with a complete solution if the technology is vetted, tested, and add value to your ecosystem.

Thus partner programme is very important to give comfort level and win their loyalties towards a brand. A partner program is a business strategy that vendors use to encourage channel partners to recommend or sell the vendor's products and associated services.

### IMPORTANCE OF A PARTNER PROGRAMME

Yes!! Every company does and invest 1% to 4% of their revenues in bringing innovative partner programmes. The idea is to take the relationship to next level and hone the skills of partners to sell our brand.

### MAIN CONCERNS TO ADDRESS

The idea is to take the relationship to the next level and win their loyalties amidst throat cutting competition. The program and brand equity should be strong enough to make partner feel proud of the association. While designing we ensure that partner feels confident on selling our product in their designated domain area and earn decent profits.



**VINEET MAHAJAN**

Director, Unilumin Group

*STORY TO BE CONTINUED...*