



**10 countries, 1100+ partners and over
USD 21 million revenue impact to a Fortune
500 client in a span of 12 months**



CLIENT

Leading enterprise information technology company



BUSINESS OBJECTIVE

Broad vision was to expand the channel coverage for the client and deepen its reach into the SMB segment through the partner channel. Therefore, a comprehensive partner management was the major task which included managing the unmanaged partners (partner rating in line with the business it generates) to tap specifically into the SMB segment and expand the demographic reach. With this strategy, the ultimate outcome expected was to increase client's share of wallet in the respective partners businesses while expanding the footprint into the SMB market.



THE CHALLENGE

- ▶ To manage partners across 10 countries in the region
- ▶ Capability to manage different businesses while dealing with various cultural sensitivities and ensuring an apt communication for each geo without diluting the essence
- ▶ Stiff competitive landscape
- ▶ Lack of inroads into the SMB segment



THE DENAVE EDGE

- ▶ Capability to manage cross geography businesses via a streamlined process
- ▶ End-to-end partner management that is holistic in approach
- ▶ Introduction of automated reporting using technology platforms in order to eliminate the use of multiple reports and thus, deriving maximized output



PROGRAM REACH

📍 APJeC - Australia, Korea, India, Hong Kong, Malaysia, Singapore, Thailand, Philippines, Indonesia, Vietnam



THE RESULT

- ▶ Successful management of the program across 10 countries while working with 1178 partners in total
- ▶ Deriving USD 65 million revenue impact for the client within a span of 15 months