Leading Partner Programs in the Time of Coronavirus

Collaborate to co-sell, co-market and co-innovate during Covid-19 pandemic

WorkSpan
Ecosystem Cloud

Amit Sinha, Founder & Chief Customer Officer
@tweetsinha #ecosystem #ECS2020

Seize Your New Leadership Charter
Leaders will put together a winning ecosystem

Ecosystem Leaders Rise to the challenges of the Crisis, drive change and see ahead of the curve to a post digital world.

1 **Assess** → Understand and Empathize

2 **Stabilize** → Be Flexible and Build Resilience

3 **Grow** → Digitize

Tom Roberts

SAP

Gavriella Schuster

Microsoft

Cherie Gartner

DXC.technology

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Assess the New Partnering Reality
Extensive experimentation is defining a new Partner Experience

Massive Demand-Side Shock to the Economy

Shift in priority industries
Shift in problems to be solved
Shift in marketing routes
Shift in budgets /authority

Shift towards viable, desirable and deployable solutions

DXC.technology

Your Partners are Shifting their Strategy

Shift in Industry coverage / digital partnering
Shift in use cases / digital solutioning
Shift in Partner Marketing / digital launches
Shift in Partner Selling / digital collaborative

Partners are selling different solutions to different buyers in a different way to survive

servicenow

New Partnering Reality Will stay post COVID-19

Channel, Alliances → Ecosystem
One Sided Portals → Collaborative Network
Types / Tiers → Competencies
Timeline - 2 Years of DX in 2 months!

Expectation will be set for digital go-to-market with partners

Microsoft

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Stabilize the Impact on Your Partners
Be the first responder for your partners

1 — Partners will miss revenue targets

- Partner sourced / influenced ⇩
- Partner Tiers ⇩

→ Digital Partner-Specific Business Plans (not static presentations)
→ Identify "Lifeboat" deals

2 — Partner Employees will transition

- Lay-offs ⇧
- Need for training / re-skilling ⇧

→ Digital content and training availability for new solutions

3 — Joint Solutions / Sales Plays

- COVID-19 Relevant Packages ⇧
- Priority industry solutions ⇧

→ Rapid Co-Solution Process
→ Industry Solution Maps / Gaps

4 — Partners will ask for MDF / SDF flexibility

- Partner profitability ⇩
- Physical Events ⇩

→ Digital Events, Funding Accelerators, Multi-partner MDF

5 — Partner will ask for deal support

- Re-selling ⇩ Co-selling ⇧
- Multi-partner deals ⇧

→ Digital Account Planning & QBR
→ Win rate with multi-partner

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Digitize Your Programs to Grow in the Post-Digital Era
Now you have a burning platform to digitize

Digitize Collaboration

Remotely & Asynchronously

- Live Network of Companies & People
- Rapid Partner Onboarding
- Run Pipeline Reviews
- Tasks, Comments, Messages in Context

Digitize Processes

Ecosystem Workflows

- Workflows for Joint Sales Plans & pipeline mgmt.
- Workflows for Joint Solutions,
- Workflows for Joint Marketing & Funds

Digitize Data Sharing

Connect Once, integrate to all

- Pipeline / Pre-Pipeline
- Opportunities, Campaigns, Funds, Solutions Data
- Secure data sharing with private and shared data

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Post-Digital Era of Ecosystems
Now you have a burning platform to digitize

Partner Program Flexibility	Focused Partner Communities ★	Relevant Solutions & Sales Plays	Daily Visibility into Pipeline	Amplify Channels with Alliances ★
Business Resiliency Fund	Providing Partnering Tools	Joint Solutions & Pre-Stage 0	Track "Top Deals" opportunities	Co-fund Channels to accelerate deployments
Multiple Initiatives	ISV/GSI Embrace Program	Growth Partner Program	SAP GSSP Program	Intel VMware Amplify Program
CISCO	Microsoft	accenture	SAP	vmware | intel

★ Sessions later today

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