

# WE BUILD YOUR EMEA IT & Security Channels



- Channel Strategy
- Channel Research
- Channel Identification
- Channel Recruitment
- Channel Development
- Channel Management
- Channel Enablement
- Channel Marketing



## EMEA CHANNELS

Developing a Channel Program that suits the EMEA region has often been seen as a mine field by many vendors. At EMEA Channels we have over 25 years experience in recruiting, managing and driving revenues through Distribution and Resellers in over 80 countries.

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***WE OPEN THE RIGHT DOORS BECAUSE WE HAVE ALL THE KEYS!***

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***Don't waste any more time, money and effort.***

Work with an experienced team of Channel Experts and accelerate your sales potential in EMEA

## CHANNEL STRATEGY

**Should you choose a 1-Tier or 2-Tier Channel Model?**

EMEA Channels can help you select, develop and implement the best strategy for your technology and company.

## CHANNEL RESEARCH

**Do you understand what your channels think of you today?**

Through our channel research and existing partner audits, EMEA Channels will help you identify the effectiveness of your current channel programs and partner welfare, and identify how to improve partner satisfaction and commitment.

## CHANNEL IDENTIFICATION

**Are you new to the EMEA marketplace?**

Through our extensive EMEA market knowledge we can identify who the best fit partners are for your technology thus avoiding expensive and time consuming mistakes chasing the wrong partners.

## CHANNEL RECRUITMENT

**Are you ready to fast track partner recruitment?**

Through our personal contacts in over 80 countries we can introduce your organisation to the key stakeholders at the right partners.

## CHANNEL DEVELOPMENT

**Do your channels have GTM plans?**

Just signing a contract usually means no revenue and a disgruntled partnership. EMEA Channels can create a joint GTM partner plan that includes training, marketing and sales support with regular reviews. This is the only formula to create a successful partner model.

## CHANNEL MANAGEMENT

**Do you need your partners managing?**

Our team can not only help develop the GTM partner strategies but offer the day to day support your channels will expect until you are ready to employ in country support.

## CHANNEL ENABLEMENT

**Do you and your partners maximise your Channel program?**

EMEA Channels can help you design, implement and drive a full channel enablement program from cradle to grave.

## CHANNEL MARKETING

**Are you maximising the marketing potential with your partners?**

EMEA Channels can work from scratch or analyse any existing marketing initiative to ensure your partners are articulating your message on a regular basis - accelerating sales pipeline.