

Channel Enablement Program

Capturing Partner Mindshare and Delivering Substantial Incremental Sales



Delivery Locations

- N. America
- Romania
- Chile
- India
- Israel

Industry Expertise

- Wireless & Cable
- Telecommunications
- Security
- Technology (Hardware & Software)
- Consumer Products
- Data Management
- Storage
- Measuring, Control, Navigation Systems

Client List

- Red Hat
- Citrix
- Microsoft
- Lenovo
- Kaspersky
- Trend Micro
- IBM
- Sprint
- Dell

Mission-Critical Channel Management Strategies

Today's fast-changing marketplace has presented technology vendors with many new opportunities to both transform their existing partner ecosystem into a competitive asset and successfully capitalize on new business alliances, business models and customer opportunities.

For over 30 years, we've worked to create a proven strategy for driving incremental revenue from the channel. We go beyond the typical KPIs to help our clients succeed, and the results speak for themselves. CGS's business partner channel program clients regularly see a 30% increase in incremental revenue year-over-year.

CGS Business Partner Channel Program

Partner Recruitment	Recruit only the partners that will "commit" to becoming certified...Delivers partners that will sell
Partner Engagement	Engage partners by understanding their business objectives and jointly develop training, marketing and go-to-market plans
Partner Enablement	Enable, guide and assist partners in becoming sales ready using tools, messaging and platforms
Sales Activation	Sales activate partners' sales teams quickly through CGS' proven Sales Accelerator Tools and tactics
Marketing Programs	Promote products by consulting and assisting in developing marketing programs that result in qualified sales leads
Partner Support	Manage and support partners via ongoing nurturing, support, guidance and "frequent" telephone communications



As a strategic long-term global channel partner, CGS helps clients stay focused on their core business objectives while lowering internal costs, increasing overall efficiency, and enabling the organizational flexibility to quickly and effectively scale up or down as business needs and requirements change. That's why most clients have stayed with CGS for over nine years.

We offer a strong foundation of processes, technologies and people that specialize in the core business functions that enable our clients to focus on growing and managing their businesses successfully.



Our mission is to deliver significant incremental sales results through business partners.

Our specialty lies in growing and managing Tier-2 partners – effectively breaking the 80/20 rule – while clients maintain focus on their Top-Tier partners.

Our proven all-in-one partner channel development and support program combines sales and marketing enablement and technical enablement through a seamless, single point of contact.

“ **Over the past year, we grew our partner community significantly, particularly in our Ready Partner Base.** *That part of our partner segment is typically focused on our commercial and SMB market segment, which also grew in excess of 30 percent.*

*This is possible because CGS is willing to work with you as a partner. A lot of companies will say that — **everyone says they can do that, but CGS really proves that every day with us.*** ”

Mark Enzweiler, SVP Global Channels, Red Hat

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About CGS

CGS has the ability to drive revenue by identifying partners who align with each vendor's core markets and solutions, establishing relevant training, accelerating sales ramp-up time with the right mix of sales aids and messaging, and providing ongoing first-, second- and third-level support based on vendor requirements.

We have over 30 years of experience recruiting and supporting over 45,000 partners for IT vendors, including Red Hat, Citrix and IBM. For more details on our industry-recognized approach to channel enablement, contact us at channels@cgsinc.com or 1-212-408-3800.