



## Implementing partner intelligence for an American multinational technology company

Identifying the right partners, increasing qualified leads, and improving license revenue

 **Case study**



## Overview

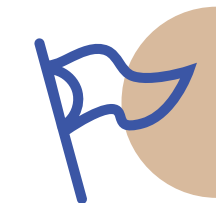
Our client is an American multinational technology company whose partner network plays an integral role in the sales of its offerings. Our client must channelize its energy toward finding and working with the right set of partners.



## Challenges






Our client has a program that empowers its partners with marketing resources to accelerate time-to-market, generate leads, and grow business. The client wanted to understand various parameters to evaluate the performance of its **300K+ partners**.

Our client wanted more visibility into how its partners were taking its brand to the customers and how much attention they were giving its offerings compared to competitors. The client also wanted to **improve its partner engagement program** and **identify the right set of partners** who would be effective in helping achieve more revenue.



## Solution

We engaged with our client in a consulting activity and implemented **partner intelligence** to develop recommendations to improve the client's partner engagement program.

-  Partner intelligence tenets cross various structured and unstructured data sources to understand the implicit and explicit behavior of partners
-  Social media data from partners were used to derive various insights and bring an unbiased and latent view of the partners
-  The share of voice of the partner toward the customers and competitors was analyzed to understand whether partners were focusing on the client's products
-  Polarity and tone analysis of partners' social media content was performed to confirm whether partners were reaching out to the market in an appropriate way
-  Partners' attention to the client's products against competitors was analyzed through word cloud creation






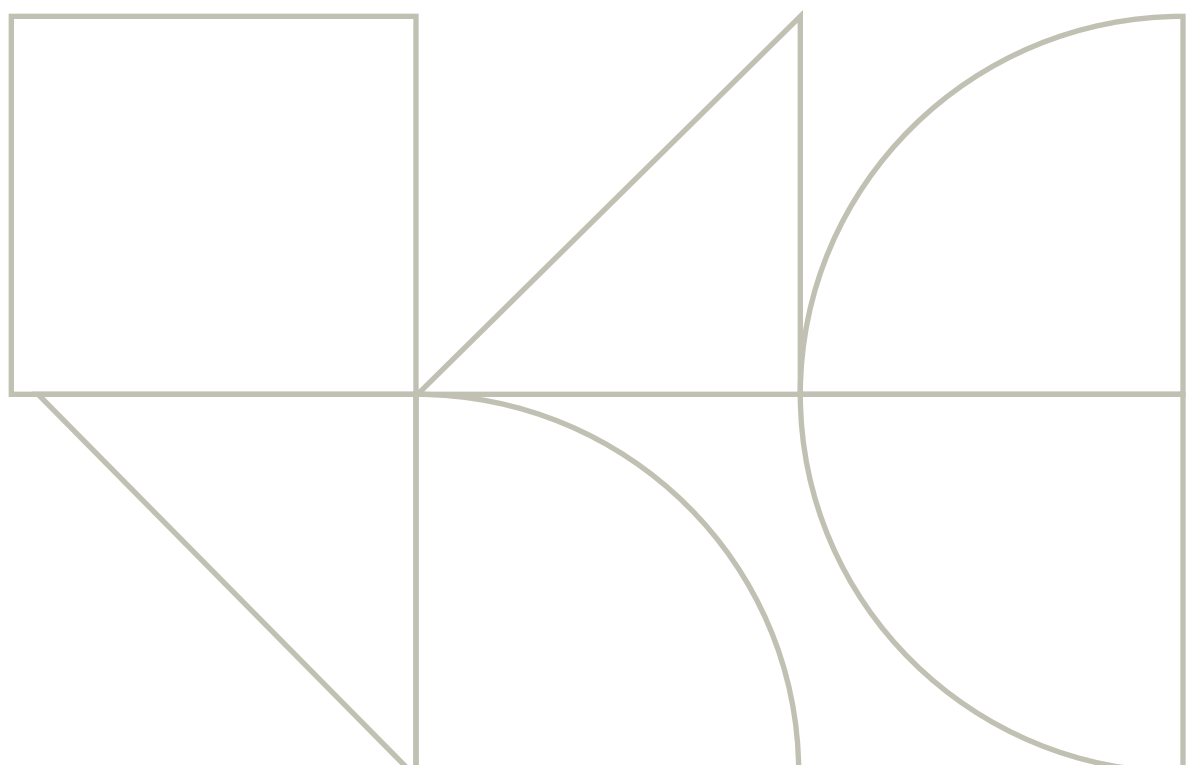
# Impact

Our consulting agreement resulted in the following benefits for our client:

 Increased partner intelligence and partner engagement

 Identified partners that are effective with minimum hand holding

 Improved qualified leads and license revenue



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