



Alliance/Partnering Overview

March 4, 2008

Presented by: Len Bruskiwitz
Director, Partner Programs

Partner/Alliance Objectives



Define Objective First: “I want partner to ...”

Drive Revenue:

- Understand partner’s customer demographics
- Become strategic to partner’s business

Provide Access to Technology:

- Focus on deals that make your product/service better
- Partner vs. build yourself can help your focus

Fund/Buy the Company:

- Opportunity to demonstrate value
- Allows a partner “try before they buy”

Partner/Alliance Objectives



Define Objective First: “I want partner to ...”

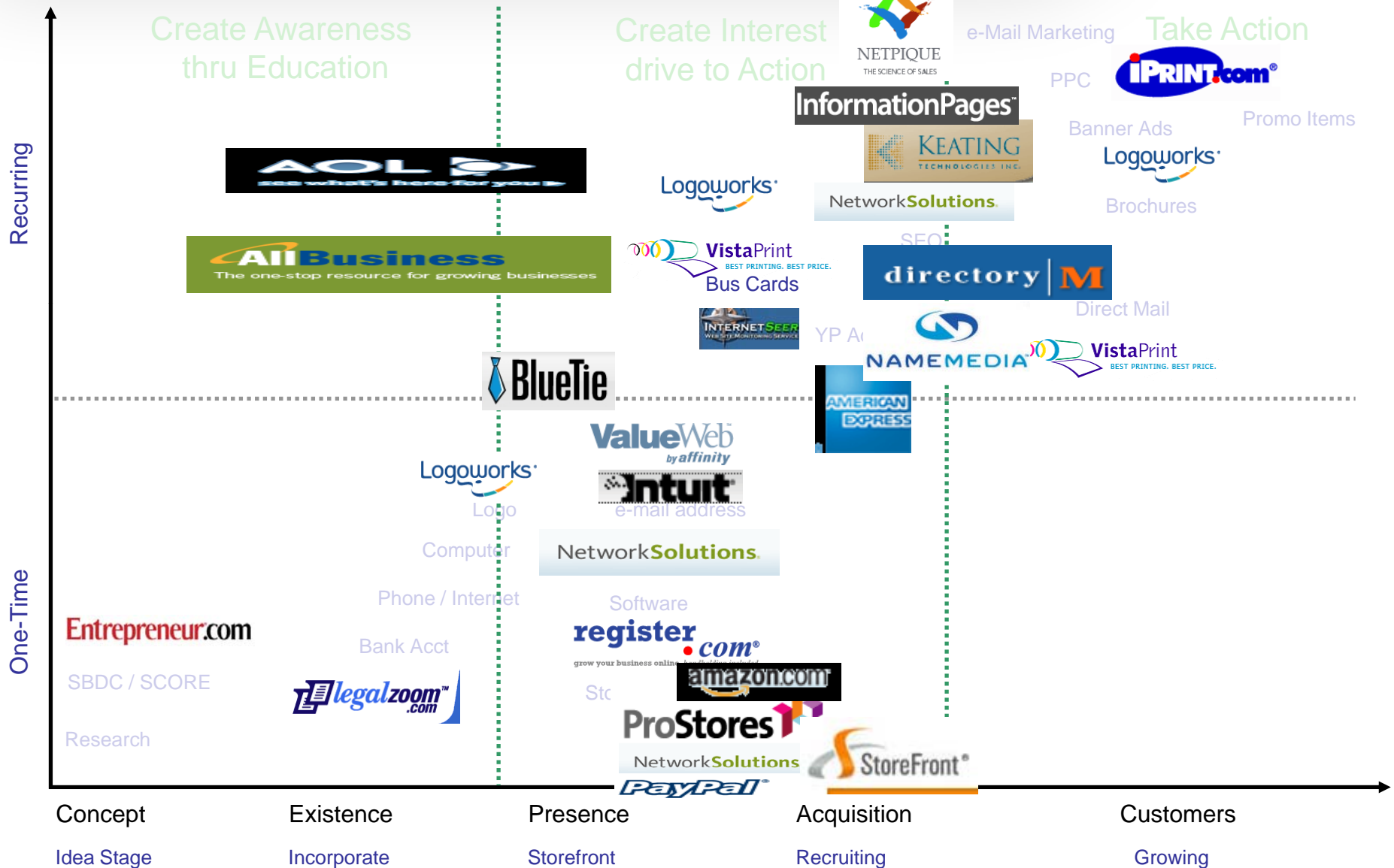
Block Competition:

- Exclusivity is not necessary
- Most partners do not have motivation to do more than “check the box”

Enhance My Reputation by Association:

- Leverage agreement to meet another objective
- Use personal relationship to network

Small Business Life Cycle



- Closer partner offering is to yours, the better
- Focusing only on target customer demographics (company size, vertical) can be suboptimal
- Target customers have multiple roles – partner with companies that address the same role as your offering
- Lifecycle is relevant regardless of who your target customer is



Questions?