

TECH VENDOR GUIDEBOOK



From Affiliates to Vendors: A Glossary of Terms for the IT Channel



Global Technology Industry Association



Brought to you by the
GTIA Channel Development
Advisory Council

The technology industry is a complex, comprehensive world, complete with its own specific and potentially confusing list of acronyms, terms and business models. Delving even further into the IT channel, it can be a difficult place to navigate for those unfamiliar with our language. To help, the GTIA **Channel Development Advisory Council** compiled this glossary of channel-specific terms and definitions designed to help educate and empower newcomers to feel comfortable and set them up for success. This glossary complements the **Best Practices for Successful Channel Programs** guide produced by the council, a comprehensive manual where you'll find valuable tips and insights into channel business models and processes.

AFFILIATE CHANNEL

The affiliate partner model refers to a performance-based marketing strategy where technology companies partner with affiliates or third-party marketers to promote and sell their products or services. Affiliates earn a commission or a percentage of the sales they generate through their promotional efforts, such as online advertising, content marketing or social media outreach. This model allows technology companies to leverage the affiliate's existing audience and marketing expertise to reach a wider customer base while only paying for successful conversions.

AGENT

The agent partner model involves agents or partners who act as intermediaries between manufacturers and end customers. These agents promote and sell the technology products or services directly to customers and receive a commission or rebate for each sale made. This model allows technology companies to expand their sales reach without establishing a physical presence in specific regions or markets, while agents benefit from the potential for higher earnings and the flexibility to operate independently.

AGGREGATOR MODEL

The solution aggregator partner model refers to a strategic partnership between technology vendors and aggregators who bundle various complementary products and services into comprehensive solutions for end customers. These solution aggregators act as one-stop shops, curating and integrating products from multiple vendors to meet specific customer needs or industry requirements. This model allows technology vendors to access a larger customer

base by being part of curated solution offerings, while aggregators provide added value and convenience to customers by simplifying the procurement of complex technology solutions from multiple sources.

ALLIANCE PARTNER

Alliance partners are strategic collaborators or organizations with which a technology vendor forms a formal partnership to achieve mutual business objectives. This partnership typically involves joint marketing efforts, product integration and shared resources to deliver comprehensive technology solutions. Alliance partners often bring complementary expertise, technologies or customer bases to the table. By working together, both parties can expand market reach, enhance the value of their offerings and capitalize on each other's strengths, ultimately fostering a synergistic relationship that benefits both the vendor and the alliance partner in the competitive technology landscape.

CHANNEL

In the context of indirect technology sales, the term "channel" refers to a dynamic and interconnected ecosystem of distribution partners, intermediaries and resellers that facilitate the flow of technology products and services from manufacturers or vendors to end users. This intricate network includes various partner types such as distributors, value-added resellers (VARs), system integrators, consultants, and agents among others. The channel serves as a crucial bridge, leveraging specialized expertise, market insights and customer relationships to optimize product accessibility and deliver comprehensive solutions. Effective channel management is vital for vendors seeking to

expand their market reach, enhance customer support and capitalize on diverse sales opportunities.

CHANNEL ACCOUNT MANAGER (CAM)

A channel account manager (CAM) is a crucial liaison between a technology vendor and its channel partners within the indirect technology sales channel. CAMs play a pivotal role in cultivating and managing relationships with partner organizations. They act as a dedicated point of contact, providing guidance, support and resources to help partners effectively promote, sell and support the vendor's products or services. CAMs collaborate closely with partners to align business strategies, set goals and ensure mutual success. Their responsibilities encompass everything from facilitating training and resolving issues to monitoring sales performance and coordinating marketing efforts, all aimed at fostering a strong and productive partnership between the vendor and its channel allies.

CLOUD SERVICE PROVIDER (CSP)

Cloud service providers (CSPs) are companies that offer a variety of computing resources and services over the internet. These resources can include virtual servers, storage, databases, networking and more, delivered through a cloud infrastructure. CSPs enable businesses to access and utilize these resources on a pay-as-you-go or subscription basis, eliminating the need for extensive on-premises hardware and reducing the burden of managing infrastructure. In the indirect technology sales channel, vendors often partner with CSPs to incorporate cloud services into their solutions, offering customers scalable, cost-effective and flexible IT solutions.

CO-MANAGED IT

Co-managed IT (CoMit) refers to a collaborative approach where an organization, often a business or a technology vendor, partners with a managed service provider (MSP) to jointly oversee and maintain their IT infrastructure and services. In this model, the organization retains control over certain aspects of their IT environment, while the MSP assumes responsibility for specific functions or provides supplementary support. Co-managed IT allows organizations to leverage the expertise and resources of an MSP to optimize IT operations, enhance security and ensure efficient technology management while maintaining a level of in-house control. This approach is particularly beneficial for businesses seeking a customized and flexible IT solution within the indirect technology sales channel.

CONSULTING FIRMS (CHANNEL)

In this context, consulting firms extend their role beyond advisory services to actively participate in the vendor's go-to-market strategy. They contribute value by leveraging their industry expertise to assist vendors in partner recruitment, channel development and sales enablement. Consulting firms also aid in crafting effective channel strategies, identifying the right partners and offering ongoing support to optimize the vendor's indirect sales approach. By acting as partners, consulting firms enhance a vendor's capabilities and market reach, facilitating successful entry and growth within the indirect sales channel.

CONSUMPTION-BASED

The consumption-based partner model is a business arrangement where partners or resellers are compensated based on the actual usage or consumption of technology products or services

by end customers. Instead of traditional upfront payments or fixed pricing, the partners receive commissions or payments proportional to the number of resources utilized or the number of transactions completed by the customers. This model aligns the incentives of partners with the success of their customers, encouraging them to actively promote and support technology solutions to drive higher adoption and usage rates.

COST OF CHANNELS

Cost of channels refers to the assessment of cost effectiveness associated with different channel types within a business strategy. It involves weighing the expenses incurred against the potential value these channels can generate. For instance, when deciding between referral partners and managed service providers (MSPs), you may pay referral partners lower commissions, but they may deliver fewer, less-qualified leads. In contrast, offering MSPs substantial upfront discounts can lead to long-term cost savings as they actively handle sales, marketing, implementation and management, reducing the company's operational expenses. Evaluating the cost of channels aids in optimizing resource allocation and maximizing returns within a channel program.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

A customer relationship management system (CRM) is a technology-based tool or software that empowers businesses, including vendors, in the indirect technology sales channel, to effectively manage and optimize their interactions with customers. This system centralizes customer data, interactions and communication, providing a comprehensive view of customer relationships. CRMs offer features for tracking sales leads,

managing customer inquiries, automating marketing campaigns and monitoring customer engagement. By utilizing a CRM, vendors can enhance customer satisfaction, streamline sales and marketing processes, and make data-driven decisions, ultimately fostering stronger, more enduring customer relationships and driving growth within the technology sales ecosystem.

DEAL REGISTRATION

Deal registration, sometimes referred to as “deal reg,” is a crucial process that allows channel partners to claim exclusive rights or recognition for pursuing and closing sales opportunities involving a specific product or service from a vendor. When a partner identifies a potential customer interested in the vendor’s offerings, they register the deal with the vendor. This registration grants them certain benefits, such as protection from competition by other partners, potential discounts and dedicated vendor support. Deal registration helps incentivize partners to actively promote and sell the vendor’s products, fostering a collaborative and mutually beneficial relationship within the channel.

DISTRIBUTOR

A distributor is an intermediary entity that purchases technology products or services from manufacturers in bulk and then resells them to resellers or retailers. Distributors play a crucial role in the supply chain by efficiently handling logistics, warehousing and inventory management, allowing manufacturers to reach a broader market without the need for direct involvement in every transaction. They often provide value-added services such as technical support, training and marketing assistance to resellers, fostering a strong partnership between manufacturers, distributors and the end customers.

ENABLEMENT

Partner enablement is a strategic process within the indirect technology sales channel where technology vendors empower channel partners, such as resellers, distributors and system integrators, with the tools, resources, knowledge and support necessary to effectively market, sell and support the vendor’s products or services. This encompasses a range of activities, including training programs, access to marketing materials, technical support, sales enablement tools and co-marketing initiatives. Partner enablement is essential for strengthening partner capabilities, enhancing their understanding of the vendor’s offerings and ultimately enabling them to drive successful sales and customer satisfaction, resulting in a more productive and mutually beneficial partnership.

IDEAL PARTNER PROFILE (IPP)

An ideal partner profile refers to a strategic blueprint or set of criteria that technology vendors use to identify and select the most suitable channel partners to collaborate with within the indirect technology sales channel. This profile outlines the specific attributes, capabilities and characteristics desired in a partner, considering factors like industry expertise, geographic reach, customer base, technical competencies and alignment with the vendor’s business goals. Creating and adhering to an ideal partner profile helps vendors forge strong, mutually beneficial partnerships that can drive successful market penetration, enhance product adoption and ultimately lead to sustainable growth within the technology sales ecosystem.

INDEPENDENT SOFTWARE VENDOR (ISV)

The ISV partner model refers to software companies that develop and sell applications built on or integrated with another vendor's platform or ecosystem. ISVs may offer niche applications, industry-specific tools, or value-added capabilities that extend the functionality of core technologies. This model enables technology vendors to enhance their platform's utility and appeal by fostering a broader ecosystem of solutions, while ISVs gain access to established customer bases, co-marketing opportunities, and technical support from platform providers.

INFLUENCER PARTNER

This is an individual or entity with significant industry authority and a substantial following, capable of exerting influence over potential customers' purchasing decisions. These partners leverage their expertise and reputation to endorse, recommend or advocate for a technology vendor's products or services. Their recommendations carry weight due to their credibility within a specific niche or market segment. Influencer partners often collaborate with vendors through various arrangements, such as affiliate programs or sponsored content, helping vendors expand their reach, build trust and drive sales by leveraging the influencer's existing audience and reputation.

IT SOLUTION PROVIDER (ITSP)

An IT solution provider is a company or entity that specializes in delivering technology-based solutions to address specific business challenges or needs. These providers offer a range of services, including software development, network infrastructure setup, cybersecurity solutions, cloud computing services and more.

LEARNING MANAGEMENT SYSTEM (LMS)

A learning management system (LMS) is a software platform designed to facilitate the creation, management and delivery of educational and training content. In the context of the indirect technology sales channel, an LMS enables vendors to efficiently provide comprehensive training programs and resources to channel partners, such as distributors, resellers and system integrators. LMS platforms offer features like course creation, content distribution, assessment tools and progress tracking. They ensure that all channel partners are well-equipped with the knowledge and skills needed to effectively market, sell and support their technology products and solutions, ultimately contributing to the success of the partnership and driving sales growth.

MANAGED SECURITY SERVICES PROVIDER (MSSP)

The MSSP partner model involves specialized service providers that remotely manage and monitor security technologies and operations for end customers. These partners deliver ongoing cybersecurity services such as threat detection, incident response, firewall management, and compliance monitoring on a subscription or contracted basis. This model allows technology vendors to extend the reach of their security offerings through expert partners, while MSSPs provide customers with continuous protection, reduced internal burden, and access to advanced security expertise that may not be available in-house.

MANAGED SERVICE PROVIDER (MSP)

A managed service provider (MSP) is a specialized company that delivers a comprehensive range of technology services and solutions to end customers. These services may include IT support, network management, cybersecurity, cloud computing and other managed services on a subscription or contract basis. MSPs act as trusted advisors to their clients, offering proactive and ongoing support to optimize technology infrastructure, enhance productivity and address various IT needs, all while allowing technology manufacturers to reach customers through this value-added service provider.

MARKETING MOTIONS

Marketing in the channel comes in three distinct motions:

- **To-partner marketing:** This channel marketing approach involves a company delivering marketing resources, training and support directly to its channel partners. The goal is twofold. First, companies want to convince partners to do business with them due to factors such as an ability to fit into an existing stack, ease of partnership, margins offered and so forth.

Second, companies want to empower partners to effectively promote and sell the company's products or services, leading to a symbiotic relationship that drives growth and revenue.

- **Through-partner marketing:** In this method, a company and its channel partners collaborate closely on marketing initiatives. Here, it's important to keep in mind that the partner's end-user customers probably don't care about your product. They just care that the channel

partner is going to be the one to solve their business challenges. You aren't marketing yourself, but rather the partner. Together, you and the partner pool resources, knowledge and customer insights to execute joint campaigns. This cooperative effort ensures a unified and compelling message reaches the target audience, resulting in increased brand visibility and sales.

- **With-partner marketing:** With-partner marketing takes channel collaboration to the next level. Here, a company and its channel partners not only execute marketing strategies together but also co-create them. This deeper partnership involves aligning business objectives, sharing data and jointly developing marketing plans to maximize market impact, improve customer experiences and drive long-term success.

MARKETPLACE

A marketplace refers to an online platform or digital ecosystem where multiple technology vendors can list and sell their products or services to a wide audience of potential customers. These marketplaces act as intermediaries, facilitating transactions between sellers and buyers, and often provide additional services such as payment processing, customer support and order fulfillment. By participating in a marketplace, technology vendors can reach a broader customer base and benefit from the platform's existing traffic and customer trust, while customers can compare and purchase various technology solutions from different vendors in one centralized location.

MARKET DEVELOPMENT FUNDS (MDF)

Market development funds (MDF) are funds allocated by technology manufacturers to channel partners, such as distributors, resellers or agents, to support joint marketing and sales activities. These funds are typically used to co-fund initiatives such as advertising, promotions, events, training programs and other marketing efforts that aim to drive demand and increase product awareness in the market. Market development funds serve as incentives for channel partners to actively promote and sell the manufacturer's technology products, ultimately benefiting both parties by driving sales and expanding market reach.

ONBOARDING

Onboarding refers to the comprehensive process through which a technology vendor integrates and initiates a new channel partner into their ecosystem. This process involves various steps, such as partner recruitment, orientation, training and alignment with the vendor's strategies and expectations. Effective onboarding ensures that the partner understands the vendor's products, market positioning and sales processes, enabling them to effectively market, sell and support the technology solutions. It also helps establish clear communication channels and a collaborative working relationship between the vendor and the partner, setting the foundation for a successful and productive partnership within the channel.

PARTNER RELATIONSHIP MANAGEMENT (PRM) / PARTNER PORTAL

A partner relationship management platform (PRM) is a technology-driven solution that assists technology vendors in effectively managing their relationships with channel partners within the

indirect technology sales channel. PRM platforms provide tools and functionalities for partner onboarding, training, collaboration, performance tracking and communication. They serve as a centralized hub for streamlining partner-related processes and optimizing collaboration. A partner portal is a specific component within a PRM platform. It's a secure online gateway that enables channel partners to access essential resources, including product information, sales and marketing materials, training modules, deal registration and support resources. Partner portals enhance partner autonomy and efficiency by providing self-service access to critical information and tools.

PARTNER TIERS

Partner tiers in the context of the indirect technology sales channel represent a hierarchical classification system that technology vendors use to categorize their channel partners based on their performance, commitment and contributions. Typically these tiers include designations such as platinum, gold, silver and bronze, an example wherein platinum partners are the highest tier and enjoy the most benefits and support from the vendor. Each tier corresponds to specific requirements, like sales targets, certifications and market reach, which partners must meet to attain or maintain their status. Partner tiers help vendors efficiently allocate resources, provide tailored support and incentivize partners to excel, fostering a collaborative and mutually beneficial relationship within the channel.

AY-AS-YOU-GROW MODEL

The pay-as-you-grow model is a flexible pricing strategy commonly employed in the technology industry, particularly in software and services. Under this model, vendors allow customers to

start with a basic level of usage or service and gradually increase their usage or access to more advanced features as their needs expand. It enables customers to align their expenses with their actual usage and scalability requirements, avoiding upfront, fixed costs. This approach offers cost efficiency, scalability and adaptability, making it particularly attractive to businesses in the indirect technology sales channel, as it allows them to invest in resources and services incrementally as their operations and customer base grow.

PROFESSIONAL SERVICES AUTOMATION (PSA)

Professional services automation (PSA) is a software solution designed to streamline and automate various aspects of managing professional services within a technology sales channel. It encompasses functions such as project management, resource allocation, time tracking and billing, helping vendors and partners efficiently deliver services to clients. PSA software provides a centralized platform for planning, executing and monitoring projects, ensuring better resource utilization, project profitability and client satisfaction. In the indirect technology sales channel, PSA solutions enable vendors and partners to effectively manage service engagements, optimize workflows and maintain transparency, ultimately contributing to the success of technology implementations and service delivery.

RECURRING REVENUE

Recurring revenue refers to a predictable and consistent stream of income that technology vendors earn through ongoing subscriptions, services or products. In the indirect technology sales channel, different partner types contribute to recurring revenue in distinct ways. Resellers,

for instance, generate recurring revenue by selling and renewing subscriptions, services or maintenance contracts. They often have an established customer base and are responsible for maintaining ongoing end-user relationships. MSPs rely heavily on recurring revenue models, offering subscription-based IT services and support to clients. They ensure steady, long-term revenue through managed services agreements. Distributors may provide vendors with recurring revenue through their role in managing inventory, logistics and distribution for ongoing product sales. For vendors, recurring revenue is advantageous as it offers predictability, financial stability and the potential for long-term growth, making it a fundamental focus in channel partner relationships.

REMOTE MONITORING AND MANAGEMENT (RMM)

RMM is a technology solution used primarily by managed service providers (MSPs). RMM software allows MSPs to remotely monitor and control a wide range of devices and systems, such as servers, workstations, network devices and endpoints, from a centralized console. It enables proactive monitoring for issues, automated patch management, software deployment and remote troubleshooting. RMM tools enhance efficiency by reducing the need for on-site visits and minimizing downtime. They play a critical role in delivering reliable and cost-effective IT services to clients, making them a valuable asset for vendors and partners in the technology sales channel.

RESELLER

A reseller is an intermediary entity that purchases technology products or services from manufacturers or distributors and then sells them directly to end customers. Resellers typically

operate in various market segments, offering expertise, support and localized services to cater to the specific needs of their customer base. They play a crucial role in expanding the reach of technology products by providing direct access to customers, and they often serve as a key distribution channel for technology manufacturers seeking to penetrate diverse markets efficiently.

REVENUE SHARE MODEL

A revenue share model is a collaborative approach where two or more companies work together to promote and sell technology products or services, sharing the generated revenue based on predetermined terms. In this model, partners contribute their resources, such as customer base, marketing efforts or specialized expertise, to drive sales and generate revenue for both parties. The revenue is distributed according to the agreed-upon sharing ratio, fostering a mutually beneficial relationship that incentivizes partners to collaborate and maximize the success of the technology offerings.

RULES OF ENGAGEMENT (ROE)

Rules of engagement (ROE) for a new channel program serve as a crucial framework to mitigate channel conflicts and foster productive partnerships. These guidelines map out various elements, such as defining metrics tailored to channel partners, encompassing headcount, sales volume and territory. Ensuring a clear understanding of mandates and territories for both direct sales teams and partners is vital to prevent conflicts. Alignment of sales compensation structures for your internal channel sales team is another key aspect, often dependent upon how partners will be rewarded, whether through commissions, margins or incentives. Additionally, addressing renewals

through revenue-sharing agreements ensures ongoing business. ROEs should also include a solid legal and contractual framework specifying territorial rights, compensation terms and dispute resolution mechanisms to help resolve conflicts, define procedures and maintain harmony within the channel ecosystem.

SERVICE LEVEL AGREEMENTS (SLAS)

Service level agreements (SLAs) are formal contracts or agreements between technology vendors and their customers or channel partners, and between channel partners and their end users. These agreements outline specific commitments and expectations regarding the quality, availability and performance of products or services. SLAs establish measurable criteria, such as response times for support requests, uptime guarantees and resolution deadlines, ensuring that both parties have a clear understanding of what to expect. SLAs are crucial in maintaining accountability, transparency and customer satisfaction. They serve as a foundation for managing customer relationships, providing a framework for addressing issues and defining the level of service excellence expected in the indirect technology sales channel.

STRATEGIC PARTNERSHIPS

The strategic partnership model refers to a collaborative alliance between two or more technology companies with complementary products, services or expertise. In this model, partners work closely together to leverage their respective strengths, resources and market presence to achieve mutual business objectives and shared success. Strategic partnerships foster synergies, joint marketing efforts and knowledge sharing, leading to a stronger competitive position and expanded market reach for all involved parties.

SUBAGENT

A subagent is an individual or organization that operates as an intermediary working under a primary agent or master agent. Subagents play a vital role in expanding the reach of technology vendors' products or services to a broader market. They typically collaborate with technology solution distributors (TSDs), leveraging their expertise, resources and established networks to promote and sell technology solutions. Subagents earn commissions or fees for their sales efforts and their activities are often coordinated and supported by the TSD. This layered approach allows vendors to tap into diverse sales channels and maximize their market coverage.

SYSTEMS INTEGRATOR (SI)

A systems integrator is a specialized entity that designs, implements and manages complex technology solutions by integrating various hardware, software and services from multiple vendors to meet specific customer requirements. These integrators act as consultants and project managers, leveraging their expertise to create cohesive and customized IT solutions for businesses. Systems integrators play a crucial role in the adoption of advanced technologies, providing end-to-end support and integration services that streamline operations and enhance the efficiency and effectiveness of technology implementations.

TECHNOLOGY SOLUTIONS DISTRIBUTOR (TSD)

A technology solution distributor (TSD) or technology solution broker (TSB) is a specialized entity that acts as an intermediary between technology and telecommunications providers and independent sales agents or sub-agents. They offer a comprehensive portfolio of technology and telecommunications solutions, providing sales training, marketing support and operational resources to their network of agents. TSDs play a vital role in expanding the market reach of technology and telecommunications providers by effectively managing and empowering their agent network to promote and sell a diverse range of products and services to end customers.

TRAINING AND CERTIFICATIONS

This refers to structured educational programs and formal qualifications designed to equip channel partners, such as resellers, distributors and system integrators, with the necessary knowledge and skills to effectively market, sell and support specific technology products or solutions. Vendors often offer training initiatives and certification programs to ensure that their partners are well-versed in product features, deployment, troubleshooting and customer service. These programs not only enhance partner expertise but also instill trust among end users, given that certified partners are seen as more reliable and capable in delivering successful technology solutions. In many cases, partners must complete increasing certification demands as they move up in partner tiers. Certifications can come in the form of sales training, technical training or both.

TRANSACTIONAL VS. SUBSCRIPTION MODEL

Transactional typically refers to a model where customers make one-time purchases of products or services, often with a fixed, upfront cost. This approach is common for products like software licenses, hardware devices or specific services where customers pay for what they use and there may be occasional upgrades or add-ons. In contrast, subscription-based models involve customers paying a recurring fee at regular intervals (e.g., monthly or annually) for continuous access to a product or service. This model offers benefits like regular updates, ongoing support and scalability. It is prevalent in software-as-a-service (SaaS) offerings and cloud services, ensuring a steady stream of revenue and customer engagement over time.

TWO-TIER DISTRIBUTION

The two-tier distribution model refers to a distribution system where technology manufacturers sell their products to distributors (first tier) who then, in turn, sell the products to resellers or retailers (second tier). This model allows manufacturers to reach a broader market through a network of distributors, who handle logistics and warehousing, while resellers focus on selling to end customers, providing localized support and creating value-added services.

VALUE-ADDED RESELLER (VAR)

A value-added reseller (VAR) is a company that purchases technology products or services from manufacturers or distributors, enhances them with additional features or services and then resells the customized solutions to end customers. VARs play a crucial role in providing personalized and tailored technology solutions, often bundling multiple products to meet the

specific needs of their customers and offering comprehensive support and maintenance services. They act as trusted advisors, helping customers navigate the complexities of technology choices and implementation, while also driving sales for technology manufacturers through their value-added offerings.

VALUE-ADDED SERVICES

These are additional offerings provided by technology vendors, distributors or channel partners beyond the core product or service. These services are designed to enhance the overall value and utility of the primary offering for customers. Value-added services can include specialized technical support, training, customization, consulting, maintenance and more. They aim to address specific customer needs, improve the customer experience and differentiate the vendor's offerings in a competitive market. Value-added services are a key strategy for building customer loyalty, increasing revenue streams and establishing a stronger foothold within the indirect technology sales channel by delivering unique and tailored solutions.

VENDOR

A vendor/supplier refers to a company that manufactures or develops technology products or services. They are the original source of the technology offerings and play a pivotal role in the supply chain, providing the products to distributors, resellers or other intermediaries who then sell them to end customers. Vendors/suppliers are responsible for product development, quality control and often provide marketing support and training to their partners in the indirect sales channel.

About the GTIA Channel Development Advisory Council

The GTIA Channel Development Advisory Council is a group of IT industry leaders appointed by GTIA to develop educational programs, business tools and other resources to promote the business value the technology channel brings to the tech industry. The council is comprised of individuals representing hardware manufacturers, software publishers, services organizations, distributors, telecommunications companies and technology solution providers.

Related Resources

Tech Vendor Guidebook: Best Practices for Successful Channel Programs