

Channel2GO partnered with WebInfinity to deliver a comprehensive Channel Strategy for a leading energy and energy services company.

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1. Background:

Centrica Business Solutions - a division of Centrica a global \$37B energy supplier - provides an energy insight solution, Panoramic Power, that lets customers see exactly how their business uses energy – right down to the device level. It gives them the energy intelligence they need to reduce energy waste and improve operational efficiency.

Centrica sought to dramatically grow its indirect channels of distribution for the Panoramic Power suite of products. They engaged Channel2GO to develop a best in class channel strategy and channel program while helping the company profile, recruit, and onboard the right partners.

2. Objectives

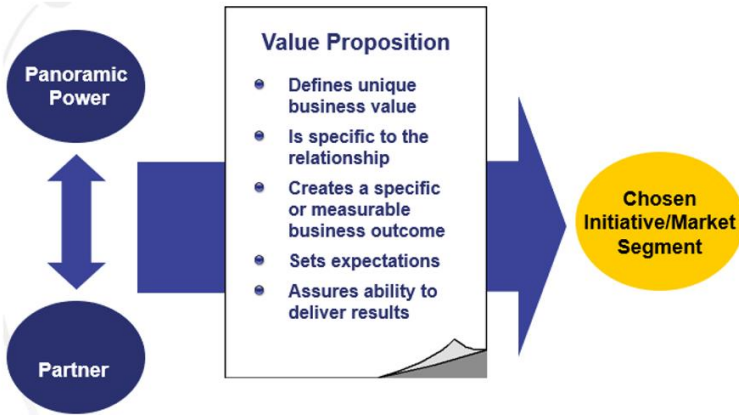


Channel2GO worked closely with the client to develop the channel strategy and channel programs focusing on the following core objectives:

- Develop a compelling value proposition
- Prioritize investments in:
 - Joint demand creation and partner led demand creation
 - Co-selling
 - Robust pre- and post-sales engineering support
- Thought leadership content is paramount
 - Channel2GO's Channel Marketing Director was instrumental in developing thought leadership content for the new partner portal in addition to publishing to and through partner marketing content
- Accountability and transparency with regard to channel investments (ROI)
- Partner enablement focus:
 - Heavy emphasis on early education and training
 - Help partners sell
- Provide a "smart" partner portal that is second to none
 - Channel2GO partnered with WebInfinity to deliver a next generation SaaS based platform that presents multi sourced content in a single location for accurate and targeted execution

3. The Partner Value Proposition

Prior to finalizing a channel strategy and partner programs, the Centrica team and Channel2GO worked closely together to develop and communicate the partner value proposition tailored to core vertical markets while following the principals outlined below:



Our Value Proposition

NEEDS:	<p style="text-align: center;">PARTNER (VARs)</p> <ul style="list-style-type: none"> • Collect energy data to improve effectiveness of services • Differentiate from competition using novel technology • Drive additional value from existing solutions 	<p style="text-align: center;">END-CUSTOMER (Commercial & Industrial)</p> <ul style="list-style-type: none"> • Prevent critical equipment from breaking down • Become more energy efficient and save costs • Increase productivity of existing equipment
PROPOSITION TO PARTNER:	<p style="font-size: 1.2em; margin: 0;">ENERGY INSIGHTS</p> <p style="margin: 5px 0;">You can help your customers to become more efficient and resilient while improving the effectiveness of your own services through appliance-level energy data insights</p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; width: 30%;">Identify irregular current patterns as a proxy for equipment problems</div> <div style="border: 1px solid #ccc; padding: 5px; width: 30%;">Optimize maintenance scheduling using Panoramic data</div> <div style="border: 1px solid #ccc; padding: 5px; width: 30%;">Save on energy costs by identifying unproductive equipment</div> </div>	
CASE IN POINT:	<p style="text-align: center;">Challenge</p> <p>One of the world's largest building materials manufacturers and cement producers sought a user-friendly means of tracking, managing, and reporting live energy consumption at the equipment level.</p>	<p style="text-align: center;">Solution</p> <ul style="list-style-type: none"> • More than sixty sensors were deployed on monitoring pumps, conveyers and crushers within five hours as part of a pilot program. • An inefficient conveyor was identified and saved \$ 270,000 annually. • Productivity was increased by 20%. The identification of off-hour consumption at several buildings and plants resulted in additional annual savings of \$ 10,000. The pilot program was expanded to include global deployment at 70 sites

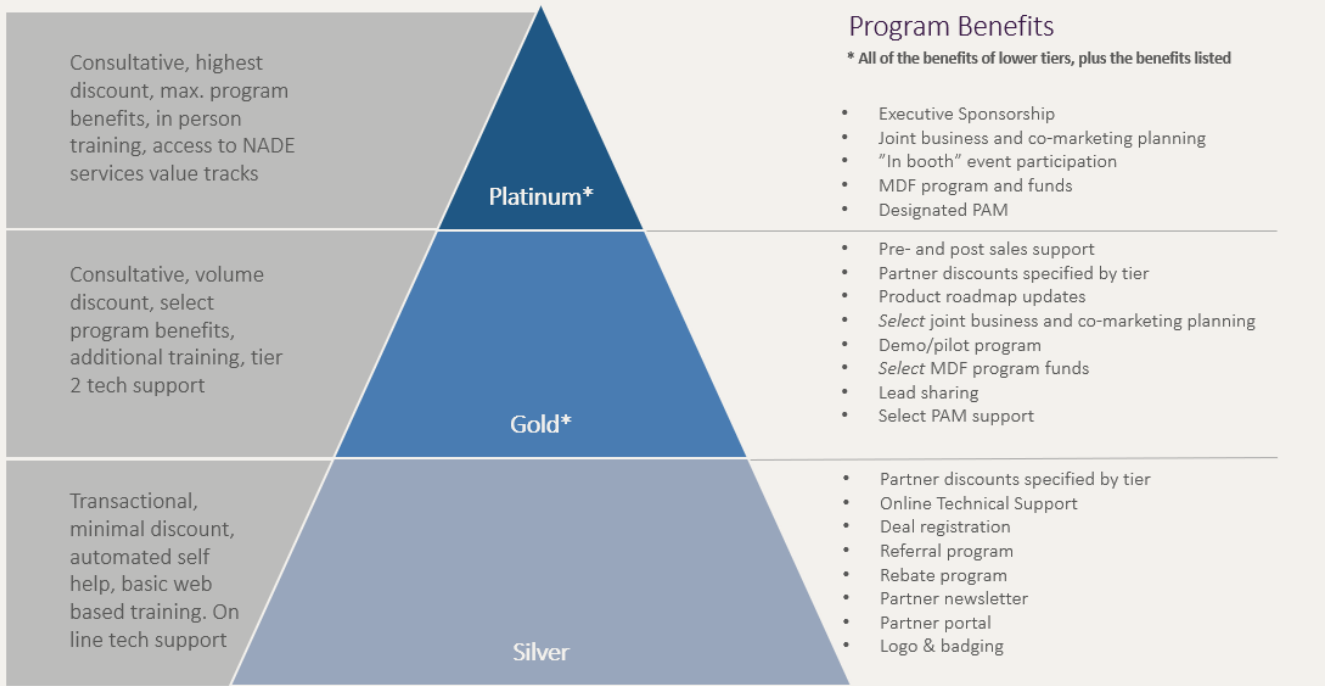
4. Channel Strategy and Program Development



Channel2GO identified the partner programs essential for the initial roll out and developed a partner program guide for each program.

Along with the partner program, Channel2GO developed a partner tiering structure that best suited our client's needs:

New Program Levels and Benefits



While we believe that a core partner tiering structure is still very relevant, it must be supported by a partner scoring methodology and business planning practice using an automated platform. Such a platform provides a scoring mechanism that assigns partners to the proper tiers with the appropriate program requirements and benefits while developing business goals and tracking channel performance on an ongoing basis. To achieve this, we worked with the CEO of Successful Channels, Gary Morris, to introduce this solution to the client which is likely to be scheduled for a Phase 2 implementation.

5. Partner Profiling

Panoramic Power had a small partner base that evolved organically, but the team lacked a consistent methodology to profile prospective partners. After reviewing the go to market strategy with the company’s channel executives and conducting an in-depth partner survey, Channel2GO developed the core partner attributes and the scoring methodology to rank and score partner prospects for partner recruitment and partner tiering.

Partner Value Scoring	Considerations	max row value	Buckets (points for a hit) Only one field applies					Raw Total	Weighting (1-3)	Element Score	Comment	
Attribute	# of employees		1-10	11-50	51-200	201-500	500+					
Company Size and Revenues	Measure on potential scale	4	1	2	3	4	0	0	1	0	Partner Type Grid Logic. High Fit Value vs High Volume	
Attribute	Partner Annual Revenue		< \$1 million	\$1 - \$5	\$5 - \$10	\$10 - \$25	> \$25 million					
Partner Revenue	Very low revenue partners are more	5	1	2	3	4	5	0	1	0	In evaluating this point, being strategic matters, or being "included as standard practice" matters.	
Attribute	# of Engineers		1	2-4	4-10	>10						
Solution Implementation/Technical Support	Tie to objective measurement - # of	5	1	2	3	5		0	1	0	Engineers drive technical sales. Access matters.	
Attribute	# of Sales Representatives		1	2-4	4-10	>10						
Sales and Marketing Resources	Dedicated Sales, Field, Inside.	10	1	2	3	5		0	1	0	Speaks to potential reach and higher impact.	
Attribute	Partner has Dedicated Marketing Staff?		Yes	No								
	Do they perform this today? # of	1	1					0	1	0	Is the Partner going to drive the brand?	
Attribute	Vertical Markets Served		Manufacturing	Commercial Bldg	Retail	Restaurants	Hospitals	Other				
Addressable Customer Base - Client Profile	Bucket, post data entry, Temper with	9	3	3	1	1	1	0	0	1	0	Seeking fit in target vertical markets
Attribute	Geography Served		USA	Canada	South America	Europe	Asia	Mid East + Africa				
Addressable Customer Base - Geographic Fit	Fits Markets where additional services	4	3	1					0	1	0	Overlap with Direct Energy Service Areas
Attribute	Energy Practice Is a Strategic Focus		Primary	Top 3	4th - 6th	>6th						
Strategic Market Focus	Is the Partner Prospect Focused on	3	3	2	0	0	0		0	1	0	Focus on Electrical Energy Efficiencies
Attribute	Pan Pwr Positioning - Brand in Product Class		1st	2nd	3rd	>3rd						
Motivation	1) Is PanPwr a Lead Service in	3	3	1	0	0	0		0	1	0	PanPwr position in the Partner Offering
Attribute	Ability to Self Install on own (includes sub contracted)		Yes	No								
Partner Portfolio Fit - PanPwr	Self sustaining?	3	3	0					0	1	0	
Attribute	Sells Similar (competing) Product		Yes	No								
Demonstrated success in segment? Understands	More points for performance within	2	2	0					0	1	0	Best to be included where there is a successful business and have greater exposure.
Attribute	Other Division Support Capable		Panoramic Power	Electric/non-PP	Natural Gas	Demand Resp.	Other					
Partner Portfolio Fit - Other Divisions	Weight PanPwr more as primary	7	3	1	1	1	1		0	1	0	Partner and PanPwr see greater value with a business that can sell in more areas. (Greater Market Potential)
Attribute	Energy Procurement Services		Offers	No Offer								
Ties to overall energy market	Real Time Access Financial Impact	2	2	0					0	1	0	Partner and PanPwr see greater value with a business that can sell in more areas. (Greater Market Potential)
		58										
								Partner Score	0			
								Max Value	58			

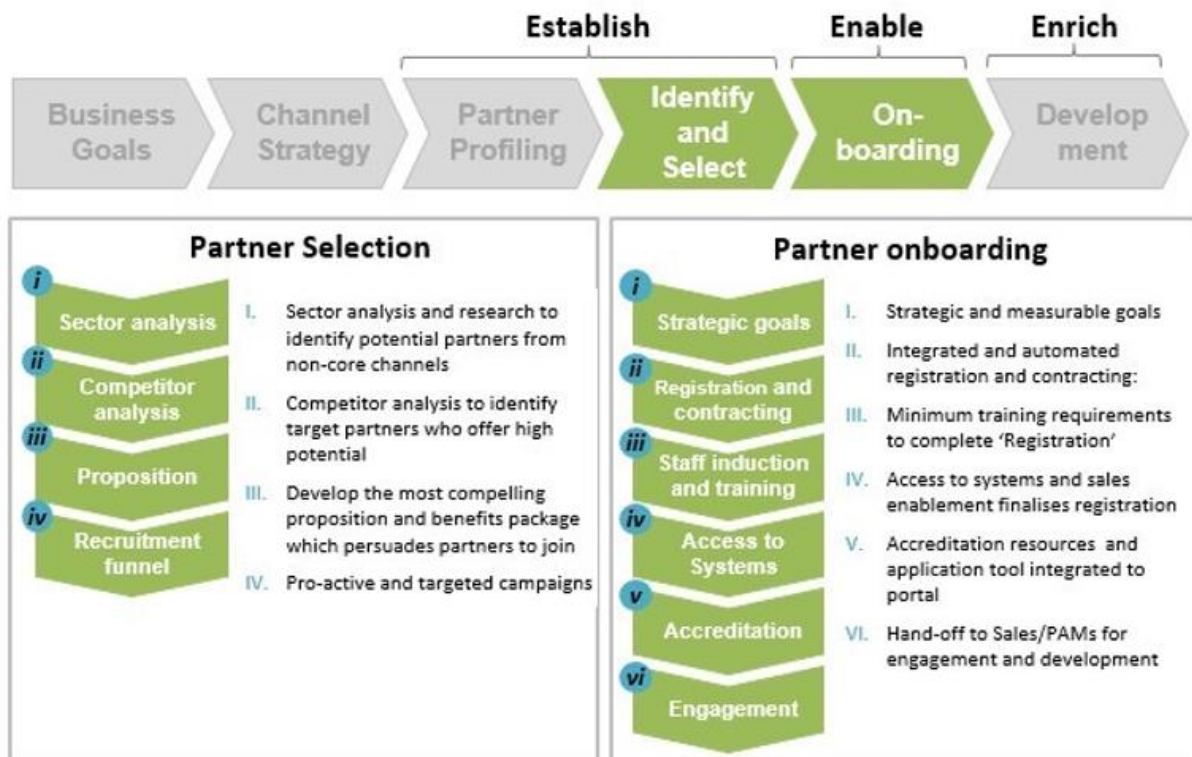
6. Partner Recruitment and Onboarding

Channel2GO believes in proactive and aggressive partner recruitment rather than relying on organic growth of the partner base. While this approach requires an upfront investment, it has multiple advantages:

- Relies on partner profiling and strategic analysis
- More control over business objectives
- Greater long term revenues and ROI
- Quicker time to “first order”
- Less partner churn

An essential component of creating a strong partner eco system and loyal partners is to shorten the time to first order, i.e. enable partners with the training and tools to get up to speed fast and see results quickly.

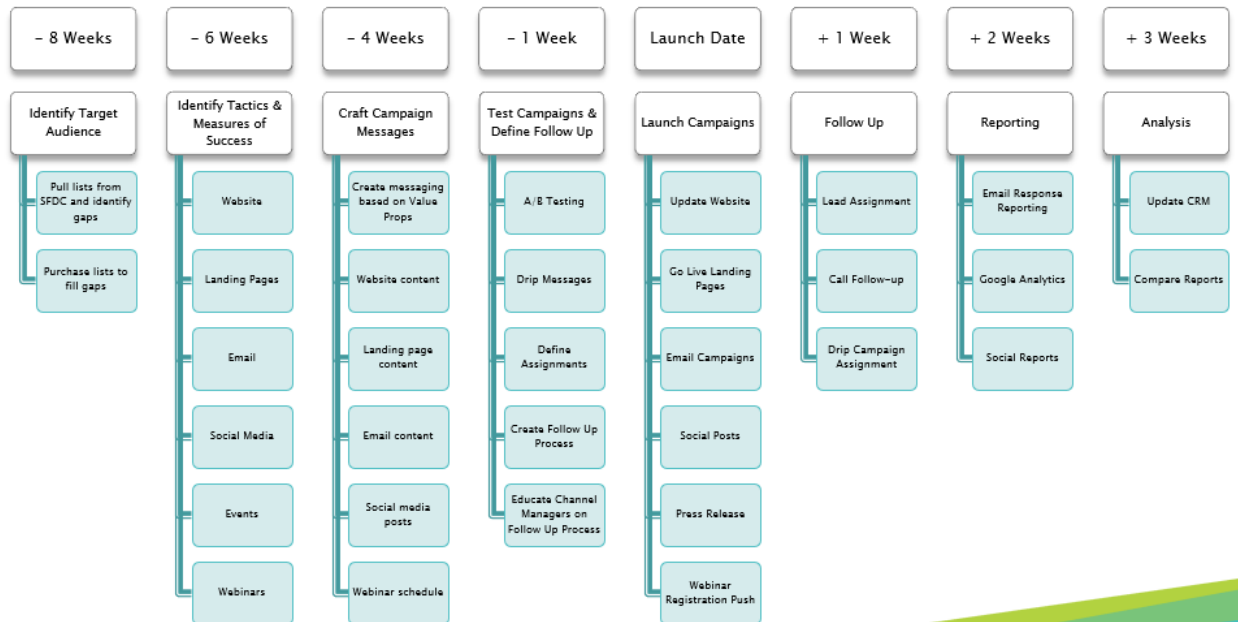
Channel2GO developed a seamless partner recruitment and onboarding process:



And designed a well-orchestrated partner recruitment campaign:

Outbound Campaign Schedule

Identify and develop partner recruitment strategy messaging based on value proposition, create campaigns and measurement guidelines, execute initial campaign. Post launch, evaluate campaign and adjust as necessary.



7. Through Partner Marketing

Channel2GO provided the client with a “through partner” marketing Bill of Materials

Content	Description
CTA Content Resource	Content to be offered in the CTA: (Special Offer, Product Offer, White Paper, eBook, Infographic, Blog Post, Video, Playbook, Guide) or series of content
Email Copy Blocks	Partners can use blocks of text from you, often combined with their own original writing, to produce an email marketing campaign
Web Content	Web content that can drive interest and good search ranking for target keywords & for landing pages
Social Media Blurbs	Partners are busy but if you give them blurbs to use for social, they'll use it.
Social Media Hashtag List	List of hashtags that partners should use when posting content so that it is found by the audience.
Keywords	Search optimization is built largely around driving for ranking with specific keywords. Provide keywords to help your partners focus.

Including the following elements:

- Sales Kit
- Co-branded Industry Content
- Industry contextual content
- PPT Templates
- Partner – client success stories –repurposed current content
- Templates for content
- Introductory email resources – baseline content
- Co-marketing webinars
- Trade show materials by verticals
- Lead distribution and management

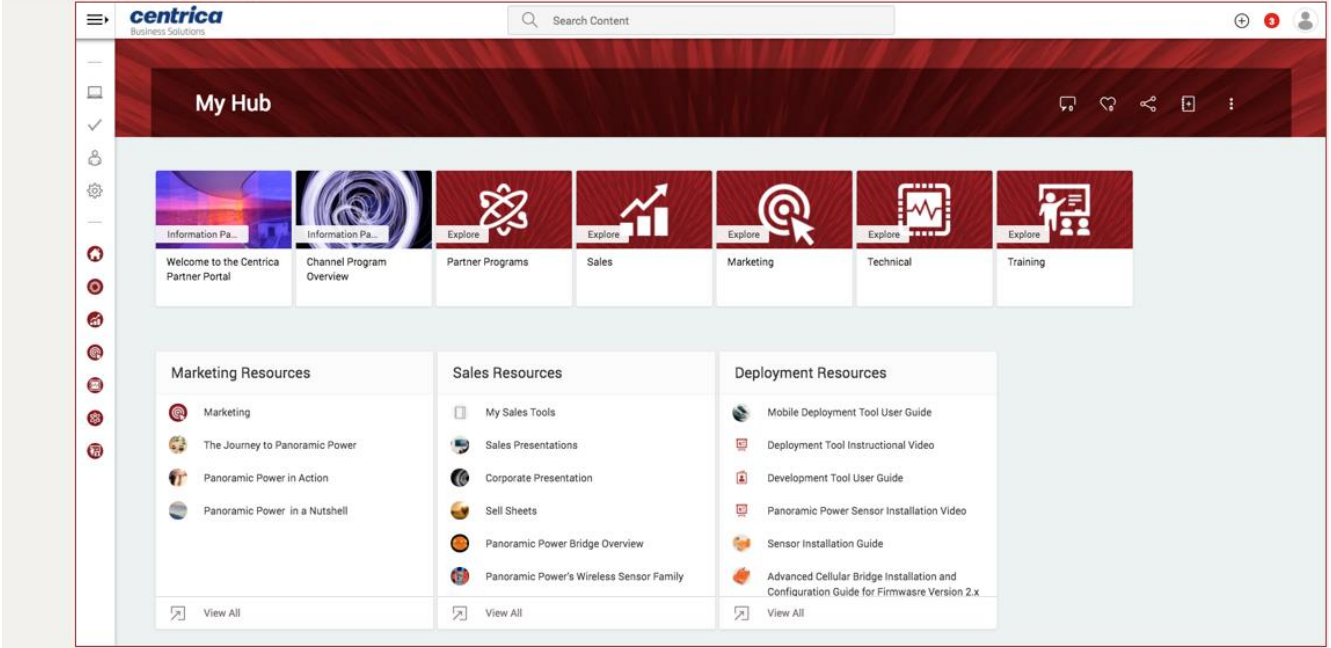
8. Partner Communications and Training

First and foremost, we wanted to ensure that our client had a state of the art partner portal that could serve as the primary communications “hub” with their partner base. Channel2GO partnered with WebInfinity to develop a consumer like digital experience capable of presenting multi sourced content in a single location for accurate and targeted execution. In addition, the partner portal needed to deliver:

- An excellent partner experience
- Effective analytics
- Easy and efficient content
- Scalability and efficient integration

Partner Portal

Powered by Webinfinity.....

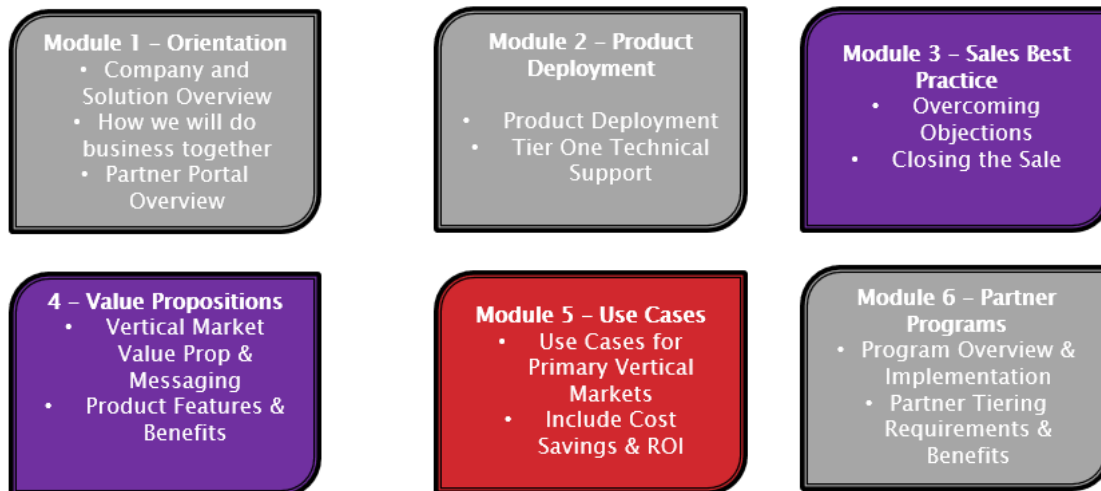


Channel2GO worked closely with the client to develop and re-purpose targeted content for the launch of the new partner portal.

Partner Training

While there was (limited) partner training content available, the content was in some cases outdated and not available in an organized and easily consumable format.

Once we established the training objectives and KPI's, Channel2GO developed a modular training curriculum that could be easily presented and consumed on the new partner portal:



Module 7 – Partner Portal

- Partner Portal Navigation

Module 8 – Joint Planning

- Business Planning
- Joint Marketing Planning

Module 9 – Creating Demand

- Marketing to Prospects
- Generating Leads

Module 10 –Partner Admin. Requirements

- Program and Program Tier Requirements
- Adherence to Policies
- Resource & Training Requirements

9. Conclusion

Our core objective in an assignment such as the use case reviewed here is to provide our clients with Best Practice guidelines and tools that fit their needs. We want them to own the best practices and processes we jointly develop and feel confident that they are capable of meeting/exceeding their channel objectives.

“This is a landmark day in Centrica Business Solutions, a new way for us to go to market!!” Stephan Prince, Senior VP Centrica Business Solutions North America upon the launch of the new partner program developed by Channel2GO.