



Case Study

CHANNELWORKS RECRUITS ENTERPRISE CHANNEL PARTNERS FOR COMPUTER ASSOCIATES NEW ENTERPRISE PARTNER PROGRAM (ESP)

Organization: Computer Associates
Solution: Enterprise Management Software Solutions
Location: Islandia, New York
Employees: 15,000+

Founded in 1976, Computer Associates is the world's largest management software company, enabling customers to optimize the performance, reliability and efficiency of their IT system.

The Challenge

Computer Associates was looking to significantly grow their channel business through the recruitment and development of resellers, integrators and enterprise solution providers in the security and storage markets.

To advance this goal, Computer Associates launched a new partner program designed for high-end value-added resellers, consultants and solution providers who were capable of selling and/or servicing complex enterprise solutions. ChannelWorks was asked to identify, profile and make introductions to a qualified list of ideal partners for the new ESP program.. In addition, ChannelWorks was asked to develop a playbook to ensure that CA Partner Advocates were "call-ready" with the right information, tools and resources necessary to engage with and successfully sign-up partners' that were best aligned with CA's solution, and vertical markets.

The Solution

Within 3 weeks, ChannelWorks executed the following:

- Conducted strategy sessions and interviews with key senior CA channel executives in an effort to better understand products, positioning, channel strategy, regional channel objectives/strategies, challenges and opportunities.
- Assessed the market/channel characteristics (storage, security and enterprise management) to include:
 - Market Sizing & Dynamics
 - Role of the Channel & Value Propositions
 - Solution Provider (SI, SP, VAR, Consultant) business models/economics (what's driving them? What are there key priorities?)
 - Analyzed CA's key competitors across storage, security and enterprise management products and delivered a competitive comparison document that has been used throughout headquarters staff and senior sales management throughout the company.
- Developed a Go-To-Market Strategy including:
 - Partnering strategy, program definition, requirements and benefits
 - Assessed where CA had best opportunity and crafted the messaging and programs designed to penetrate key vertical, horizontal and targeted resellers.
- Developed detailed partner profiles, conducted interviews with top Reseller Management and facilitated introductions/meetings on behalf of CA.
- **Deliverable:** "Channel Recruitment Playbook" designed to get Computer Associate Partner Advocates "call-ready".

The Results

- Identified 200 potential partners across the U.S.
- Selected 90 partners that fit CA's "ideal partner" criteria
- Within 2 weeks, ChannelWorks delivered 21 "hot leads" (pre-qualified, profiled and ready for a meeting with Computer Associates channel executives.
- Provided additional in-depth profiles for 60 partners (included the "hot leads") for follow-up by CA field sales team.

"ChannelWorks was instrumental in jump-starting our recruitment efforts and helping us identify the best candidates to match our enterprise level partner program" – Phyllis McCullagh, Director of Partner Advocacy – Western Region

