



TRANSFERRING
KNOWLEDGE
AND *TOOLS*
FOR SUCCESSFUL
MANAGEMENT
OF YOUR CHANNEL
BUSINESS.

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who ChannelWorks is

ChannelWorks, Inc. is a full-service channel sales and marketing company focused on helping companies identify, build and sustain healthy and profitable sales channels. Through the process of strategic planning, deployment and measurement of channel initiatives, partnerships, programs and services, our mission is to provide innovative, cost-effective channel marketing services that succeed in meeting your sales and marketing objectives for short and long-term channel growth.

Founded in 1997, ChannelWorks' combined, real-world channel experience in Fortune 500, start-up, consulting and distribution companies, contributes a broad and unique perspective to the changing landscape and multitude of opportunities found in launching new technologies, programs, partnerships and alliances and the continuous evolution and convergence of channels.

We've built a strong and experienced team of channel marketing and sales experts and partners across the globe with core competencies in all facets of channel development across technology, entertainment and health care industries.

how ChannelWorks works

Our approach varies depending on the type of engagement and the objectives of each client. Primarily, we work on either a project or retainer basis. Projects are defined through an in-depth discovery process that results in a clearly defined scope of work, set of deliverables, budgets and timelines.

Our hands-on, collaborative approach to each client engagement, results in knowledge transfer and tools that allow our clients to successfully manage their channel business into the future.

Our value lies in helping our clients:

- Avoid channel pitfalls
- Leverage our channel industry relationships
- Focus on execution
- Meet their channel revenue objectives

ChannelWorks services

As a client you'll benefit from the strength of our expertise and our unique approach to each client engagement. We understand every aspect of the channel development process and requirements for maintaining and sustaining channel relationships. It's our core business.

ChannelWorks offers integrated or stand-alone services in these essential areas:

Channel Readiness: Our channel readiness services include everything from internal and external audits to competitive analysis to channel training.

- Channel audits
- Channel strategy
- Strategic messaging and positioning
- Competitive channel research
- Infrastructure and process evaluation
- Channel training (individual or organizations)

Channel Development: Our channel development services are delivered based on industry and channel best practices and our breadth and depth of "hands-on" experience.

- Partner recruitment strategies
- Channel partner program development
- Training and certification
- Marketing and sales programs
- Launch planning and implementation

Business Development: Our business development services range from partner selection and recruitment to business-to-business matchmaking and fund-raising.

- Business-to-business matchmaking
- Strategic alliances
- Co-marketing ventures

Channel Marcom: We offer full-service capabilities for channel marketing communications.

- Creative design and branding for channel programs, initiatives, print and web

- Channel-ready collateral: messaging, copy and design for brochures, solution guides, FAQs, and sales tools
- New media: multimedia marketing campaigns (web, CD, DVD), partner web sites
- Email newsletters—development and delivery
- Partner program support materials: brochures, presentations, welcome kits, program guides, web sites
- Copywriting

Channel Communications: Our full range of channel communications services range from communications strategy, marketing strategy, process re-engineering to infrastructure requirements and delivery options.

- Communications strategies (internal and external)
- Process and implementation
- 3rd party software or technology evaluation and recommendations

Project Management: We employ highly effective methods and customized, secure online tools for managing your internal projects, to include:

- Product and service launches
- Channel program launches
- Communications implementation plans (process, technology, creative design)
- Management of cross-functional organizations
- Management and coordination across multi-regional, global teams