



Case Study

CHANNELWORKS DEVELOPS WIRELESS MESSAGING CHANNEL PARTNER PROGRAM FOR GOOD TECHNOLOGY™

Given a six week timetable, ChannelWorks develops a partner program strategy, program architecture, programs and recruitment tools.

Organization: Good Technology
Solution: Enterprise Wireless Messaging Solutions
Location: Sunnyvale, California
Employees: 200

Founded in March 2000, Good Technology is the leader in industry standards-based wireless systems for corporate messaging and corporate data access.

The Challenge

Good engaged ChannelWorks to validate their channel strategy and to develop a comprehensive partner program offering that would facilitate the recruitment efforts of Good's channel sales organization and create greater opportunities for Good and its partners.

The Solution

ChannelWorks conducted a mini audit with key system integrators and enterprise wireless solution providers to validate Good's defined partnering strategy. Based on the findings, ChannelWorks was able to clearly define, expand and develop new partnering opportunities for Good while developing a solid partner offering along with messaging, positioning and supporting program collateral.

Based on the audit findings and Good's requirements, ChannelWorks developed a partner program that:

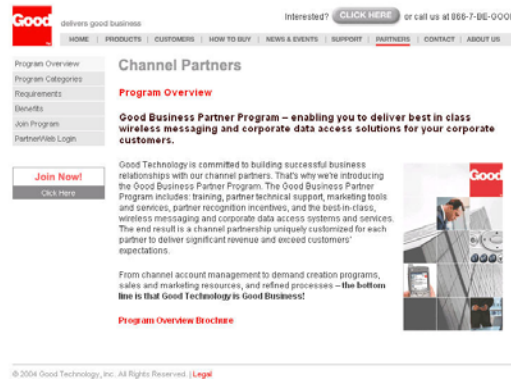
- Created a program platform that could be supported by Good's start-up infrastructure and resource capabilities.
- Developed a program offering that positioned Good as a channel-savvy company and provided real business benefits to partnering with Good.
- Instituted a consistent and predictable process for recruiting, qualifying, training and managing partners.
- Established a sales engagement strategy for Good and partners.

The Benefits

Good Technology's **Good Business Partner Program** was defined, approved and was announced in the press and to partners on January 12, 2004.

Engagement Benefits:

1. ChannelWorks delivered 10 highly-qualified Integrator and Wireless Solution Provider Partners to Good during the 6-week development/recruitment process.
2. Delivery of a complete suite of program and supporting deliverables to include:
 - Qualification and enrollment process and checklist guide
 - Recruitment brochure and partner presentation
 - Program guide (terms and conditions and "How To" for all individual programs – i.e. MDF, Sales Referral Program, Training and Certification)
 - Program Q&A
 - Development of secure Partner Extranet and content library



Good Business Partner Extranet and Secure Portal
www.good.com/partner

Results

In less than one year, Good Technology signed 350 partners who contributed nearly a quarter of the company's overall revenue.

"ChannelWorks consistently delivered insightful perspective, rich experience and a broad network of exceptional resources to launch the Good Business Partner Program. We viewed them as extensions of our team and valued their candor, intellect and wisdom, clearly honed from years executing the industry's most successful channel programs."

– John Golob, VP of Channel Sales for Good Technology

