



## Case Study

### **CHANNELWORKS FINE-TUNES NOVELL'S CHANNEL STRATEGY AND DEVELOPS A GLOBAL PARTNER PROGRAM PLATFORM (PARTNERNET)**

<b>Organization:</b>	Novell
<b>Solution:</b>	Enterprise software solutions
<b>Location:</b>	Provo, UT
<b>Employees:</b>	5,000

Founded in 1979, today Novell has over 125 offices around the world with corporate headquarters in Provo, Utah and executive offices in Waltham, Massachusetts. Regional offices or development centers are located in San Jose, California; Bracknell, UK; Paris, France; Sydney, Australia; Sao Paulo, Brazil; Tokyo, Japan and Bangalore, India.

Novell is the leading provider of information solutions that deliver secure identity management, web application development and cross-platform networking services, all supported by strategic consulting, technical support and educational services.

#### **The Challenge**

Novell wanted to re-invigorate their channel relationships, after having made a shift to a more direct sales model. In addition they wished to recruit new partners by defining and delivering a partner program that aligned with partners' new business models and delivered tangible benefits for partners electing to do business with Novell. The goal was to define a set of programs and policies that:

- Presented a "clear channel" strategy to partners based on Novell's go-to-market strategy.
- Increased business opportunities for partners doing business with Novell.
- Provided program benefits based on proficiency and accelerated rewards based on performance.

ChannelWorks engaged with Novell to assist in fine-tuning the company's channel strategy and defining and developing a global channel partner program – **PartnerNet 2002**.

## **The Solution**

ChannelWorks conducted an in-depth, worldwide audit of current policies, processes and programs with internal Novell organizations as well as a series of extensive interviews with Novell channel partners. ChannelWorks presented the findings, a gap analysis and high-level recommendations to the executive team for consideration and approval.

Based on channel program best practices, partner input, internal collaboration, and our own experience and expertise, ChannelWorks developed an updated program architecture and program offering that would attract a new channel of system integrators to sell, service and support Novell products while stimulating existing relationships that had suffered as a result of channel conflict. Once the program was developed, ChannelWorks assisted in the buy-in process across functional units to ensure resources and ownership were committed and funded.

Once the internal Executive buy-off was completed, the PartnerNet 2002 program was previewed to Novell's internal sales organizations and Partner Council for input and final approval. The response was extremely positive, and with some minor modifications, the new program was announced and implemented worldwide in February 2002.

## **The Benefits**

Ladd Timpson, Director of Channel Marketing for Novell, says "Our engagement with ChannelWorks helped us fine tune our channel strategy and programs for 2002. Our channel program was recently recognized as the top channel program from 'Enterprise Operating System' vendors in the 2002 CRN Channel Champions awards."

### Engagement Benefits:

PartnerNet 2002 was launched in February 2002 with the following enhancements and highlights:

- Addition of the Platinum Integrator Partner level
- Reinstatement of Novell Certification as a requirement
- Lower participation fees
- Improved access to technical support and allowances for earning accelerators for large deals acquired by partner
- Access to single sign-on e-portal for program participants

### One Year Later:

- Recognition by CRN as a 2002 Channel Champion
- Recognition as #1 in the VARBusiness 2002 Annual Report Card as 'Enterprise Platform Provider' beating out Microsoft, Red Hat and HP for profitability and revenue potential.