



Accenture Partner Relationship Management Quick Start Tool

High performance. Delivered.

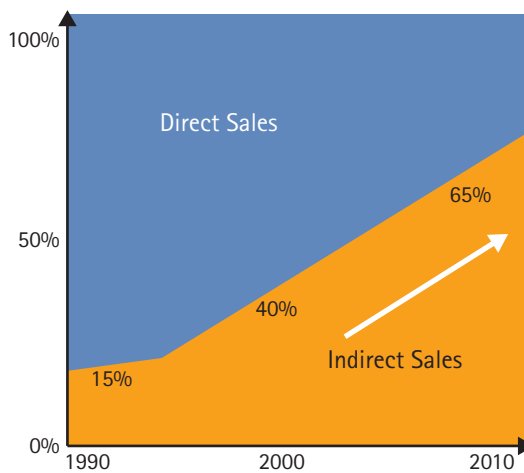
Sixty-five percent of revenue in the global 2000 enterprises will be driven or influenced by indirect partners.¹ Is your channel sales organization optimized to capture your share?

Speed to market, scale, and broad adoption are the three most critical factors for gaining measurable business value in Partner Relationship Management (PRM) programs. Executed correctly, PRM initiatives can potentially drive partner support cost savings of 32 percent annually, while increasing revenues by 20–30 percent.²

Trends and Challenges

The last couple of years have seen a marked increase in indirect channels to help reduce cost of sales. As such, many vendors have been scrambling to scale their partner programs quickly. This demand for fast partner enablement, coupled with the introduction of new Software as a Service (SaaS) PRM offerings, has driven a technology-led PRM trend, with less emphasis on PRM program definition.

Sales by Channel—Enterprise 2000



Source: Gartner, Accenture research and CSO Insights

Through our client experience, Accenture has found that many of these technology-led PRM programs **fail to deliver their intended value** for several reasons:

- Channel-centric sales processes are often immature, poorly defined, inconsistent or non-existent.
- Partner program requirements and benefits, as well as direct versus indirect rules of engagement, are unclear or outdated.
- There is often a lack of consensus within the executive suite around the desired business outcomes at the onset, which leads to a lack of focus and difficulty assessing project success upon completion.

1 Gartner, Accenture research and CSO Insights
2 Greenberg, Paul; CRM at the Speed of Light

Achieving Success through PRM Programs

Recognizing the challenges, while appreciating the importance of speed and simplicity, we have developed the **Accenture Partner Relationship Management Quick Start Tool**. The tool brings the "how to" guide for channel enablement while offering up to a **50 percent time savings to PRM programs**. The tool leverages successfully deployed models that address all aspects of PRM, from business process to technology requirements, to Partner programs and training and adoption. Accenture can help you to achieve **quick time to market, scalability and broad adoption by:**

1. Providing robust business process starting points that comprehend leading practices, developed over a number of client engagements.
2. Transitioning your organization's focus and attention from developing these processes to confirming and refining leading processes used by leading high-tech organizations.
3. Enabling business results with our SaaS implementation methods.

The Partner Relationship Management Quick Start Tool contains the following:

- Pre-defined leading practice processes
- Business requirements for technology enablement
- Pre-defined variables to modify capabilities
- Training and communication templates and job aides
- Common business drivers and metrics

The Accenture PRM Quick Start Tool can enable your channel programs in as little as four weeks. Find out more:

Ron Ref

Partner, Indirect Channels
ron.ref@accenture.com

Ami Palan

SaaS Sales and
Indirect Channel Enablement
ami.palan@accenture.com

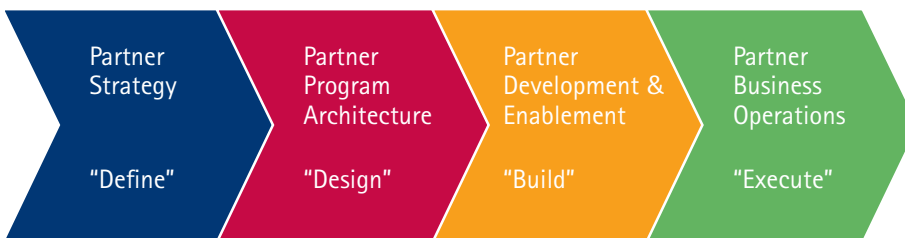
Yusuf Tayob

Partner, SaaS Sales and
Indirect Channel Enablement
yusuf.a.tayob@accenture.com

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 204,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$21.6 billion for the fiscal year ended Aug. 31, 2010. Its home page is www.accenture.com.

Accenture Indirect Channel Value Chain Framework



- Partner Onboarding
- Partner Profiles
- Partner Locator
- Partner Programs
- Business Planning
- Deal Registration
- Lead Distribution
- Opportunity Management
- Sales Support
- MDF

Copyright © 2010 Accenture
All rights reserved.

Accenture, its logo, and
High Performance Delivered
are trademarks of Accenture.