# Partner Program Analysis

## Enhance channel partner strategies with insights, analysis and best practices.

### Key Questions Answered

- How can you adapt your partner program to support new business models and AI-driven strategies?
- Which partner benefits and incentives deliver the highest impact across partner segments?
- Where are friction points limiting your co-selling effectiveness and partner engagement?
- What partner program best practices will help you outperform competitors?
- What PRM platforms and tools are most effective for scaling channel engagement?

### What We Offer

- Comprehensive guides on 9 industry Vanguard Partner Programs (AWS, Cisco, Dell, Google Cloud, HPE, HP, IBM, Lenovo, Microsoft)
- Extensive databases of partner certifications, competencies, and training resources
- Partner relationship management tools and platform providers
- Regular cadence of program updates, market insights, and trend analysis
- Direct access to top analysts for custom inquiries and expert presentations
- Global perspective with regional breakdowns

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"Our Partner Program Analysis service delivers actionable intelligence, giving channel leaders the competitive edge needed. Our insights help vendors who leverage our quarterly updates and expert analysis consistently develop more effective partner incentives, reduce friction points in co-selling processes, and ultimately achieve higher ROI from their channel investments."

**Sharon Hiu**

*Principal Analyst*

**Partner Program Analysis Service**

**SPEAK WITH OUR EXPERTS**

# Delivering actionable partner program insights

## Key Deliverables

**ProgramWatch Tracker**
Tracks quarterly partner program changes across major vendors. Complemented by databases covering partner certifications, competencies, specializations, partner relationship management providers and more.

**Reports**
In-depth analysis on partner programs and critical themes, including AI integration, co-selling processes, partner portals, financial incentives, cloud marketplace support, and strategies for improving partner engagement.

**Briefings**
Regular custom market updates from expert analysts, including vendor-specific program profiles, SWOT analyses, emerging partner program trends, and partner tooling.

**Analyst Insights and Access**
Continuous expert market commentary and direct analyst support for urgent inquiries.

## Scope of Research

**Coverage**
- Analysis of partner programs across cloud, software, hardware and cybersecurity segments with emphasis on AI integration and cloud marketplace developments
- Measures include partner revenue targets, financial incentives, certification requirements, and program effectiveness metrics

**Key Research Themes**
- Partner program structure and evolution
- Enabling channel ecosystems and co-selling models
- Partnering tools, workflows, processes, and platform technologies
- Using AI for partner program enhancement
- Partner certification, training, and competency development
- Financial incentives and rewards program structures
- Partner portal best practices and digital experiences

**VIEW MORE**

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# Disclaimer