



Client

swisslog Swisslog is a \$650M global supply chain software and services provider. World headquarters are in Zurich, Switzerland; U.S. headquarters are in Newport News, Virginia.

Need

Swisslog wanted to expand its revenues and presence within the US market. They had employed a 100% direct sales model and one of their primary challenges was finding and getting into new customer opportunities.

Solution

Proposed and implemented a complete Strategic Partner/Alliance Program to capitalize on the indirect sales channel. Several of the key components of the initiative included:

- ❖ Authored business plan for new global strategic alliance initiative
- ❖ Negotiated and developed relationships with senior-level management at selected third-party software, hardware, consulting and system integration organizations
- ❖ Identified and evaluated potential resellers/distributors in South American and Latin American markets
- ❖ Led marketing and communications teams in developing worldwide partner website and designed concept for partner program logo
- ❖ Created press releases, developed quarterly partner newsletter and designed partner co-marketing programs



The Partner Program constituted 25% of Software Division revenues in the first full year of operation.