

# US Assessment to Improve Channel Partner Program

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## The Situation



This U.S. fire alarm system manufacturer's leadership had

limited insight into the strategies and capabilities of their 300+ channel partners. The company was looking to re-evaluate their coverage model and approach to partner management.

## The Challenge

The company wanted to gain detailed information on channel capabilities to better understand what partners desired out of a relationship with a vendor. They also needed a consistent way to assess partner relationships and channel compatibility with the company.

## The Solution

Through an online survey and interviews, the Alexander Group (AGI) conducted a channel assessment of 300+ partners to better understand their capabilities and strategic goals. AGI then developed a partner scoring model to be used by the client to vet partnerships in the future.

## The Benefit

With a response rate of 93 percent to the online survey, AGI collected capability data for the majority of the 300+ partners to share with the client. This assessment highlighted strengths and areas for improvement in the current channel partner program. The company utilized the newly designed comprehensive scoring tool to assess potential partners based on financial strength and strategic fit with the company.