



Benchmarking of Partnership Programs

Case Study

Client	Leader in industrial automation
Industry	Industrial automation
Products	Industrial drives

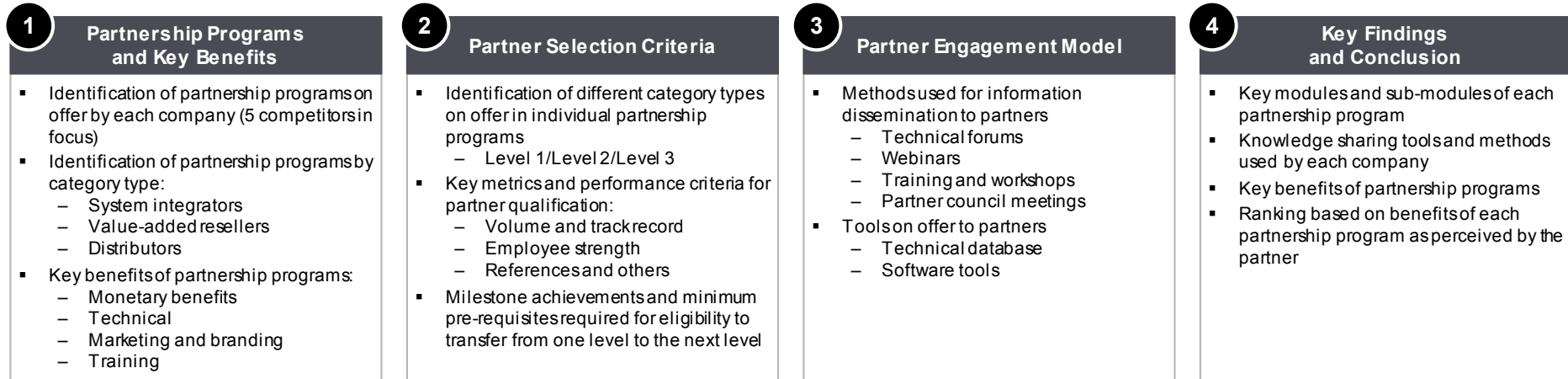
Context

- The client wanted to analyze partnership programs of various companies and benchmark them based on key benefits. Further, the client aimed at identifying best practices and selecting the best fit model for its initiative.

Key Business Questions

- What are the key benefits and takeaways offered to various partners in the partnership program?
- How is the information dissemination process between the organization and its partners and what are the various tools offered to them?

Engagement Scope



Secondary Research

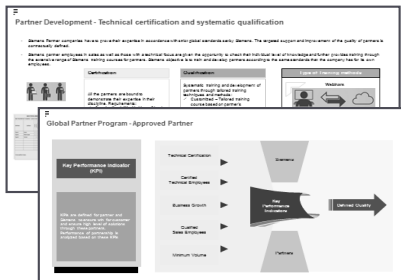
- Conducted desk research to understand all partnership programs on offer and map key partners by category

Primary Research

- Conducted discussions directly with over **30 select partners, including distributors, value-added resellers, and system integrators** across the globe to gauge benefits and training modules available through partnership

Sample Analysis

1 Partnership Programs and Key Benefits



2 Partner Selection Criteria

Product Partner By Industry

Global Status of Strategic Partnerships by Global Division

Global Overview

- 120 Strategic Partnerships
- 45 Active Projects
- 10 Completed Projects

Strategic Initiatives

- Initiative A:** Focus on AI integration across all product lines. Status: Active
- Initiative B:** Expand market reach in emerging markets. Status: Active
- Initiative C:** Enhance customer experience through digital transformation. Status: Active

Product Details

- Product X:** Next-generation software platform. Status: Active
- Product Y:** Hardware device for IoT applications. Status: Active
- Product Z:** Cloud-based analytics solution. Status: Active

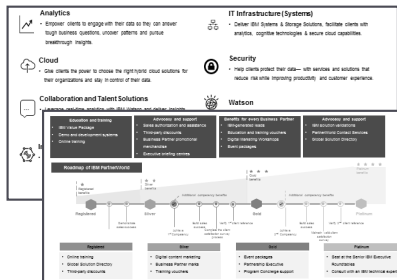
Performance Tracking

Product Name	Status	Progress	Completion Date	Review Date	Feedback Score	Recommendation
Product A	Active	85%	2023-12-31	2024-01-15	4.5	High
Product B	Active	70%	2023-11-30	2024-01-10	4.0	Medium
Product C	Active	90%	2023-12-15	2024-01-20	4.8	High
Product D	Active	60%	2023-10-31	2024-01-05	3.8	Medium
Product E	Active	75%	2023-11-15	2024-01-12	4.2	Medium
Product F	Active	80%	2023-12-01	2024-01-18	4.6	High
Product G	Active	65%	2023-10-15	2024-01-08	3.9	Medium
Product H	Active	78%	2023-11-01	2024-01-14	4.3	Medium
Product I	Active	82%	2023-12-05	2024-01-19	4.7	High
Product J	Active	68%	2023-10-20	2024-01-09	3.9	Medium

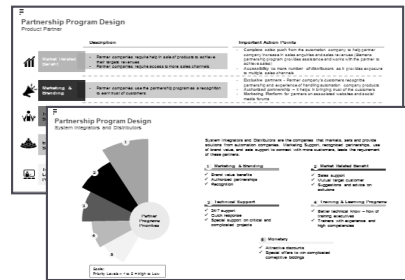
Benefits to Client

- The client was able to gather information on various partnership programs, key takeaways for partners, and gaps in existing partnership programs.
- FutureBridge designed a partnership program based on the best practices of partner programs offered by its competitors.

3 Partner Engagement Model



4 Key Findings and Conclusion



Thank you

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