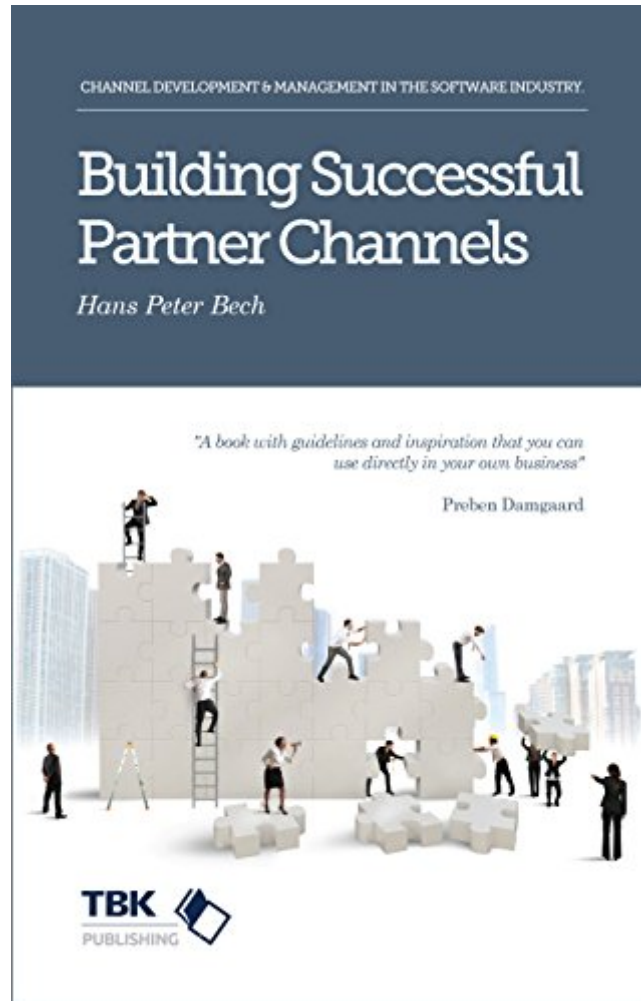# The book was found

Building Successful Partner Channels: In The Software Industry

Synopsis

"Building Successful Partner Channels" is a book laying out the roadmap for achieving global market leadership through independent channel partners in the software industry.The book applies the business model and business model environment frameworks developed by Alexander Osterwalder and Yves Pigneur and concludes that taking the indirect route to market adds an additional layer of complexity to our business model as we leave the control of finding, winning, making, keeping and growing happy customers to third parties.The book explains that the direct and the indirect go-to-market approach are not options we can choose freely between, independent of the nature of our business model and business model environments and it discusses when the indirect go-to-market approach is applicable and advantageous and when it is not. The book concludes that taking the indirect route to market requires that the channel is an integrated element of our product offering and value proposition.The indirect route to global market leadership requires developing and maintaining a channel partner program and the book lists all the elements of this program including the critical channel partner P&L model. The book concludes that our partner program will change substantially as we move from early stage channel building to the mature mode where most of our revenue comes from existing channel partners.The book describes the process for channel partner recruitment, and concludes that the initial process is very similar to the process of hiring top performing sales people. However, where we pay staff to perform their duties from the day they join, channels partners will have to make substantial investments before they reap the benefits of the cooperation. Channel partner recruitment is therefore initially a long process requiring substantial investments.The dynamics of channel partner recruitment changes as we move from the early mode channel development stage to the mature stage and the book recommends that we should recruit as many channel partners as we possibly can. We then let them demonstrate where they belong in the channel pyramid classifying channel partners and the book discusses how we should manage each group.A full chapter is devoted to discuss adopting the indirect channel approach at a later stage after having applied a direct approach first, introduces some simple sanity checks to verify if switching is feasible and explains how this switch can be accomplished.

Book Information

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Customer Reviews

Great introduction and overview for those looking to build a network of partners. This book will certainly accelerate your learning and is a must read. It does leave you standing wondering what's next. It needs more real world case studies and a little more detail for those just getting started,

To me this book was much more than just a "how to" for building partner channels. It's about how to grow and scale for software companies. What some companies do to grow to get to one stage isn't what will allow them to grow to the next stage. The book has started a large discussion in my company on who we are, what is our model and how do we grow to the next stage. It was a vital discussion that needed to happen and can only help the company now.That said, the "how to" parts, if you create a partner channel strategy, are incredibly helpful and insightful as well. It's just that instead of throwing them at you and telling you that now you can make a million dollars or euros, you start from a point where you can decide for your company what strategy would work best.

I was looking for additional insight into building a reseller network for a software service and I bought this book. I found it very useful, in particular the points the author makes on the difference between business models of software vendor and reseller, as well as the advice of developing a joint P&L with each reseller.The book is concise, to the point, and is well presented, with plenty of good advice laid out textually and graphically. I would recommend buying the book to those involved in developing channels.

Based on his extensive experience in the software industry Hans Peter Bech provides a comprehensive view on channel partnerships for software companies in the B2B sphere. He discusses the if's and how's of channel partnership in relation to the business models involved and gives down-to-earth advice on how to build and manage channel partnerships in different scenarios. The book is easy and fun to read while providing significant value. I can fully recommend it.

This book contains tons of great information without unnecessary bloat. Hans Peter has a very "user friendly" writing style and is clearly an expert. I obviously recommend it to folks faced with building a partner channel, but I also recommend it to others involved in the business side of software, e.g., product managers, to round out their knowledge and perhaps challenge them to think about other ways of getting their products in front of customers.

You will first learn if you don't know what channel partnership is then you will learn what direct and indirect channel partner means. Book is very inspirational especially you're in need of indirect partnership skills. With a very detailed guide you can create an indirect partnership. My favourite quote in the book is "If you have enough money: go direct If you have enough time: go indirect". There is also a great appendix where you can find very detailed information about the terminology and some examples. Definitely recommend to any software company related people.

This book is a great guide for anyone facing the challenge of starting and building a channel business, even if you have extensive knowledge in that area or you already have a channel you manage, the book pushes you to look at things from a different perspective. The book is well written, simple and easy to navigate and at the same time illustrative and actionable. I would recommend this book to anyone either running a channel or in the midst of creating one, especially in the It industry. I love that Hans writes this book about the topic and does not spent too much time on fancy text, stating the same things as many business books do. Most sentences are written with care and meaning.GuÃƒÂ mundur - VP of Cloud Channel and Distribution

I have never seen such helpful and practical material about partner channel in our specific industry. I work now for the company that just start building international channel and the book is very helpful, guiding you through all the steps of building the ecosystem. Especially as we are small enough to have the full power to make decisions about business model and no "corporate guidelines" like I had

before when I was responsible for channel in Oracle and HP in my country. It was Oracle at the time when it was software only and it was enterprise channel of HP that combines both SW and HW. With all the experience I have behind I can tell that it's the best book summarizing possibly well known things, but making them very systemati, clear and complete. If you are in the role of developing channel - it's a great investment of your time. If your a manager of the one who will develop channel in your company - it's a great investment for your company to go through this book and avoid a lot of traps on the way to become market leader.

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