



WOMEN
IN THE CHANNEL

Evolution Or Revolution: The Future Of The Solution Provider Business Model

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Channel Movement – New Demands



- Multiple OEMs per Solution
- XaaS Model
- Business Conversation
- Lower Cost, More Services

The Changing Landscape



- Larger Channel, More Complexity
- Volume vs. Growth
- Sales and Marketing Partnership
- Solutions Focus & Industry Expertise
- OEM Go to Market with SI

Swimming in the Same Direction



- OEM/SI Strategic Partnership
- Goal Setting
- Turning on a Dime
- Joint Funding
- Account Planning

Solution Provider Future

- Solutions Marketing
- Longer Sales Cycle
- Tighter Engagement with Partners
- Proof of Performance
- Customer Intimacy

