



Say Yes to Next

Sales Kickoff
2022

Sales Kickoff 2022

Channel Sales Strategy 2022

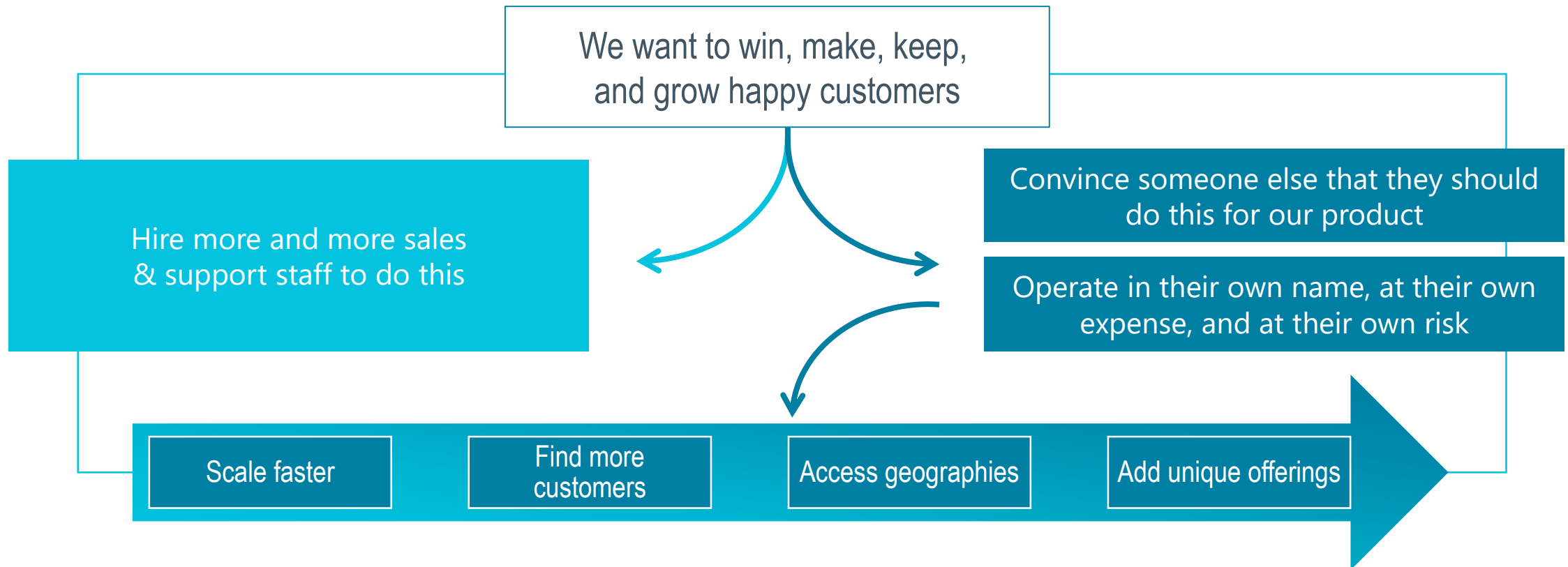
23 February 2022



Outline

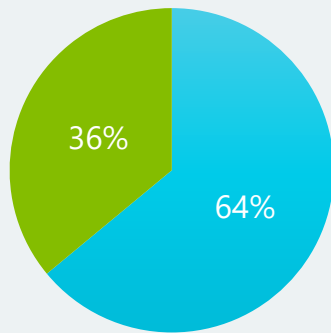
- Why have a channel?
- Looking back at 2021
- Objectives for 2022
- Partner levels and certifications – do they matter?

The value of a channel



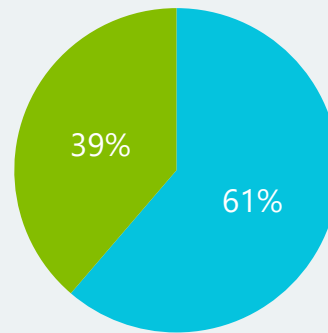
Looking back at 2021

Customers



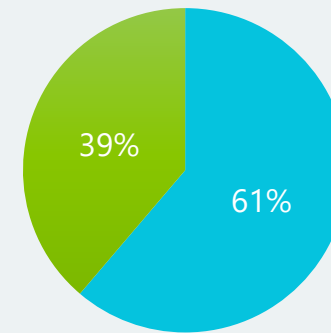
■ Channel ■ Direct

Users



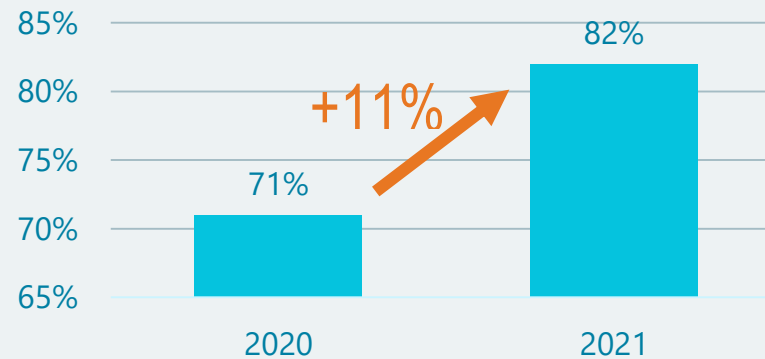
■ Channel ■ Direct

Modules



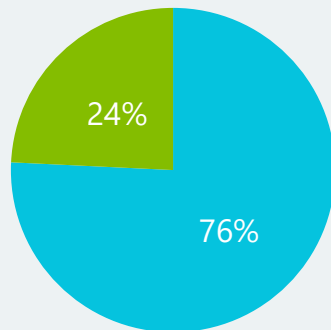
■ Channel ■ Direct

Partner contribution
to new customer logos



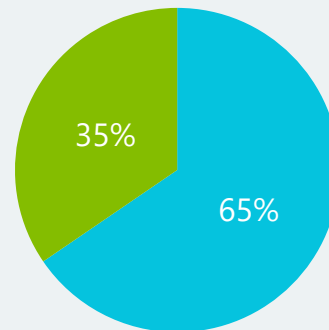
Looking forward into 2022

ILF 2021



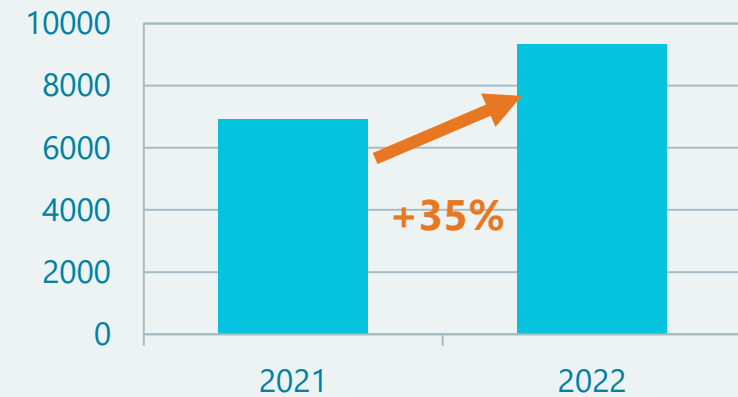
■ Channel ■ Direct

ILF 2022

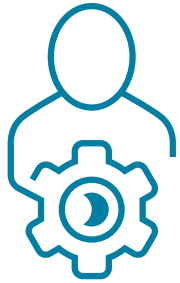


■ Channel ■ Direct

Channel ILF growth



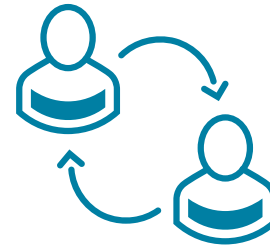
2022 Channel Objectives



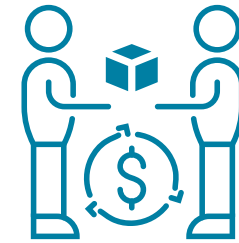
Partner
experience



Partner
journey

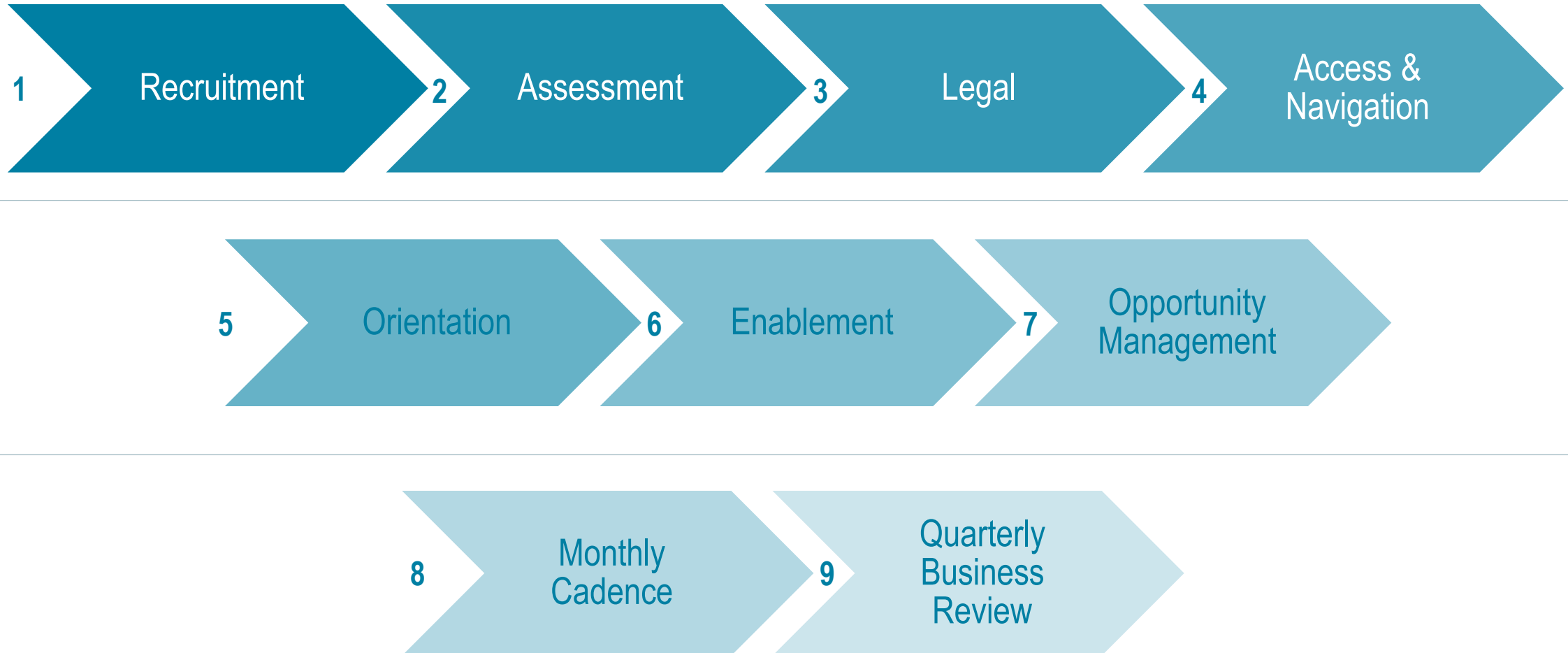


Effective
partnerships

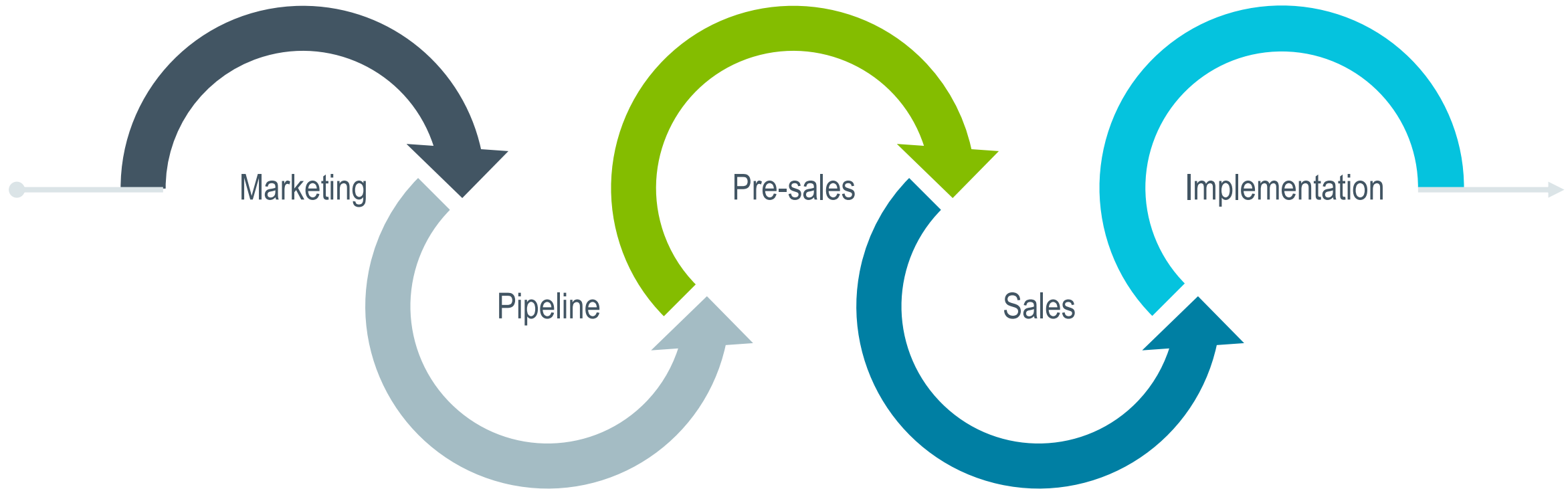


Competitive
selling

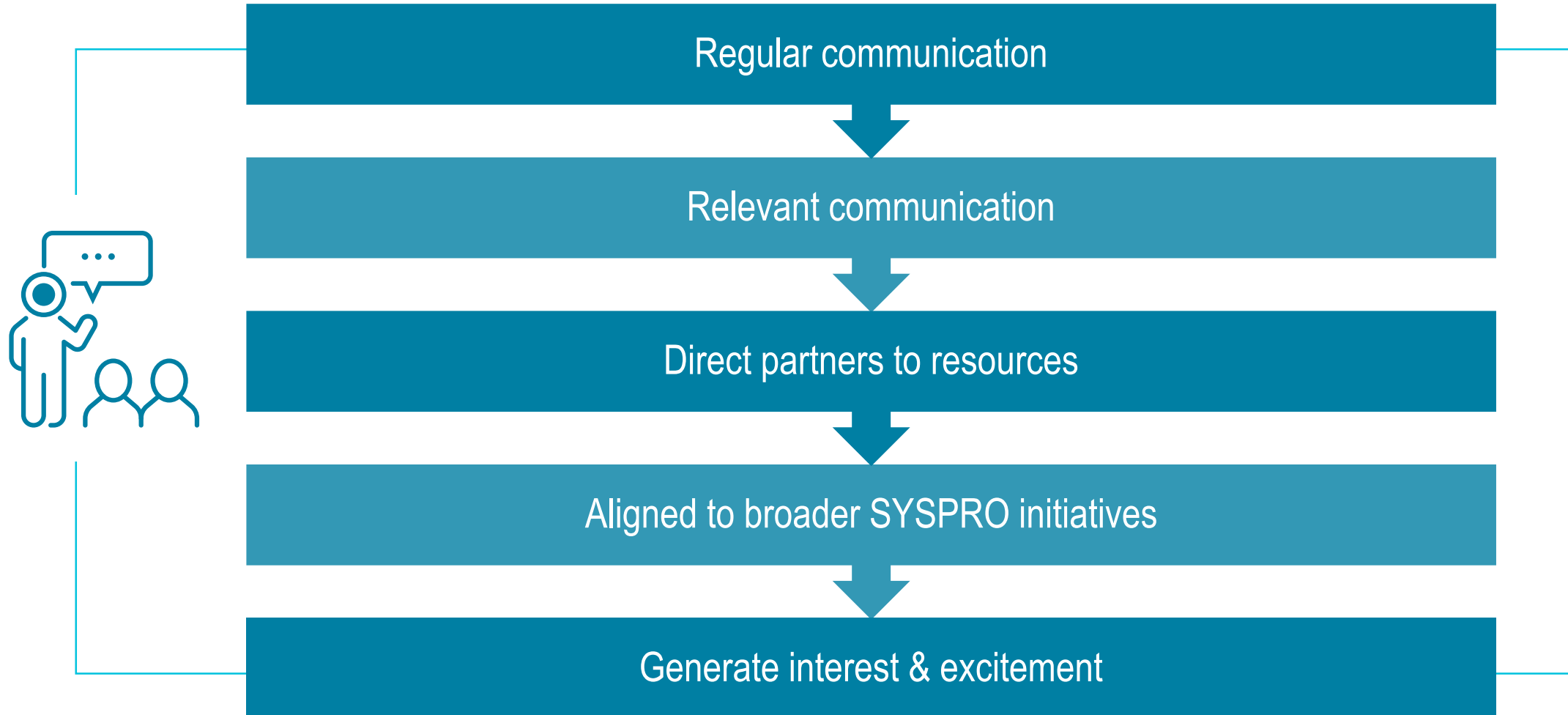
The 9-Step Partner Journey



Partner enablement



Partner Engagement



PartnerUP Levels & Certifications



PartnerUP levels validate the relationship between partners & SYSPRO



SYSPRO certifications validate the partner's level of capability

Customers trust SYSPRO certifications & partner levels as indicators of product expertise & project experience for successful ERP projects

Global Channel Strategic Plan 2022

Purpose

Strengthen and grow the SYSPRO channel ecosystem so that the channel contribution to SYSPRO revenue is increased sustainably in all regions

Key Objectives

Partner journey

Effective partnerships

Competitive selling

Partner experience

Initiatives (Per Quarters)

Q1

- Pilot onboarding process
- Schedule/execute onboarding implementor bootcamp
- Partner learning journey
- Partner recruit pipeline in HubSpot
- Enlyft pilot (partner targeting)
- Key existing partners
 - identification & planning
- Initiate competitive information 'crowdsource' program incl. channel (selected partners)
- Run channel resource survey

Q2

- Enlyft pilot (prospect targeting with key partners)
- Deliver Partner ROI model
- Deliver centralized recruit support model
- Pilot Sales Success in Channel
- Pilot PitchUP program
- Channel resource survey in skills matrix – identify skills gaps
- Promote Freshdesk
- Promote SYSPRO certifications
- Review US specialist partner program

Q3

- Consulting and support effort correctly captured and managed
- Review 2023 rebates, margins kickers
- Review NA solution provider program
- Partner Experience program/process

Q4

- Pilot - extend Freshdesk to small partners
- Identify candidate partners for Freshdesk API integration
- Finalize 2023 solution provider & specialist provider schedules

Channel Marketing Strategic Plan 2022

Purpose

Enable the Partner Community to market and sell SYSPRO through effective communications, campaigns, programs, and support to regions

Key Objectives

Communication

Engagement

Partner experience

Marketing enablement

Initiatives (Per Quarters)

Q1

- Partner Acquisition Campaign – Australia
- Q1 Corporate marketing campaign in Partner Portal
- Launch monthly Product communications program
- Why Partner with SYSPRO v2
- Develop SYSPRO partnering messaging (media)
- Cloud ERP Partner Awareness

Q2

- PartnerUP program promo – Q2
- Partner Acquisition Campaign – UK
- Q2 Corporate marketing campaign in Partner Portal
- PartnerUP Awards
- Partner Advisory Council
- ISV & SI program launch promo to Channel
- Campaign to regions to promote use of Co-op funds

Q3

- PartnerUP program promo – Q3
- Partner Acquisition Campaign – TBD
- Q3 Corporate marketing campaign in Partner Portal
- Why Partner with SYSPRO v3
- 2022 PartnerUP awards launch
- 2022 Release Communications to channel
- PartnerUP portal DAM integration

Q4

- PartnerUP program promo – Q4
- Partner Acquisition Campaign – TBD
- Q4 Corporate marketing campaign in Partner Portal
- Partner Advisory Council
- 2023 Planning
- Campaigns review
- Co-op impact and utilization review



Thank You

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