



Channel-As-A-Service

OVERVIEW

Cyber Channel Enablement (CyberCE) is a transformational consultancy organization delivering Channel-as-a-Service (CaaS) aiding IT vendors and partners alike across EMEA and NA to build, expand and strengthen their channel sales footprint.

CyberCE understands that vendors and partners that are in either a startup or expansion phase of their business are seeking, above all else, the confidence for incremental and predictable future revenue streams. Evidence that each expenditure into sales, channel and marketing is going to generate the expected return-on-investment. This is a pivotal point in any businesses growth and can be a significant challenge without the right, experience, resources, go-to-market knowledge, skills, and relationships.

CyberCE achieves this for our clients by utilizing:

10+ years of experience with end users, vendors, and partner networks within the cyber security space
Ability to deliver a focused approach to meet the client's needs
Provide CaaS offerings including:

- Staff – Channel Manager/Director
- Training – Sales enablement into reseller and distribution partners
- Landscape – Source, secure and build partner relationships
- Go To Market – Advise, build and delivery Channel go-to-market strategies
- Marketing – Advise, build and delivery Channel Sales Collateral
- Consultancy

Our flexible methodology allows clients to create an appropriate approach to meet their business needs whilst de-risking any investment but gaining the experience and resources required

SALES ENABLEMENT

The Challenge

Many times, vendors & partners have the desire to work together but lack the resources, experience, or time to enable customer facing teams

- Extension of the client's sales team
- Aid the client to deliver the 'right' message
- Run/own regular sale enablement and training sessions
- Support sales to close business
- Build vendor/partner relationships for long-term success
- Maintain business cadence: forecasting/reporting

CHANNEL MANAGEMENT

The Challenge

As vendors grows channel becomes key to scale, this traditional means large budgets, risk of the right person, lack of internal skills, knowledge or experience

- Ownership of day-to-day channel
- Manage all channel partners (1 or 2 tier model)
- Develop and execute channel partner business plans
- Plan and run marketing activities
- Own indirect sales
- Maintain business cadence: forecasting/reporting...
- Expand partner eco-system
- Create/Develop channel GTM
- Create/Develop channel program and collateral

PORTFOLIO MANAGEMENT

The Challenge

As partners grow, managing the vendors they work with becomes an important role but can be hard to invest into full time, causing a business catch-22 situation.

- Point of contact for all supplies
- Review/own contracts for maximum profitability
- Understand supplier's products
- Collaborate internally and own activities (enablement/call out days...)
- Maintain business relationships
- Drive cadence through supply QBR's



MARKETING SOLUTIONS

The Challenge

Many times, vendors & partners have the desire to work together but lack the resources and/or experience to enable customer facing teams

- 20+ years of channel knowledge & experience
- Proven success
- Innovative approach
- Flexible business model
- Short term, low risk engagement
- Modalized service offerings

SECURITY PRACTICE SERVICES

The Challenge

More and more businesses want to expand their security service offerings or even what to start a security practice. But where do you start? How do you get impartial advice without a blinkered view?

- Create – understand client's business and
- Enhance
- Review

SUCCESS STORIES



Reseller Partner

- 5yr engagement
- Created fasted growing OPCO (YR rev: £5m+)
- Bought 4 technologies to market
- Expanded geo – UK/NA/Europe
- Created 10 new jobs at Partner



Security Vendor

- 3yr+ engagement
- Grew regional revenue:
 - 2019 = \$32.5k
 - 2021 = \$5.8m
- Increase due to channel
- Onboarded 10+ partners:
 - UK, Europe, NA
- Built channel collateral/sales enablement



SaaS Security Vendor

- 1yr engagement
- Won first business in region
 - Created £1.5m pipeline
- First boots on the ground role
- Recruited/enabled partners
 - UK & DACH
- Opened 2 new verticals
- GOV/DEF & Manufacturing
- Built channel GTM, collateral & program materials