

TSIA Advisory Services | Solving Critical Business Challenges With Data, Not Opinions



Delivered By **JARED RAFTERY**

Director of Revenue Research & Advisory,
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Bio

Jared Raftery is the director of revenue research & advisory for TSIA. In this role, he works with member companies to help them optimize their channels to drive incremental revenue at scale for XaaS offerings.

Jared is an industry thought-leader who has over 20 years of professional experience across the public and private sectors. Prior to arriving at TSIA, Jared built the Cloud and Managed Services partner program at Juniper Networks. He also developed a comprehensive strategy that enabled Juniper partners to create a step-by-step blueprint for success with recurring revenue. Jared joined Juniper from Cisco Systems, where he pioneered their global partner strategy for Customer Success—his groundbreaking work led to Cisco earning TSIA's STAR Award for Best Practices in Customer Success.

Early in his career, Jared was a Sales Champion at Xerox Corporation. Following 9/11, he served as a pilot in the U.S. Navy and later served as the "Face of the Navy" on Capitol Hill.

Top Offering Management Engagements

- The Channel in a XaaS World
- The Partner Channel: Past, Present, and Future
- The Journey to XaaS Partner Readiness
- The State of the Industry and the Case for Transformation

Providing Data-Driven Advisory to the World's Leading Technology Companies

HOW WE
WORK WITH
YOU

ALIGN

Align Executive Leadership
By placing industry validated data at the center of the conversation

ACCELERATE

Accelerate Organizational Capabilities
Speed up business initiatives with a customized plan

TRANSFORM

Transform Business Models
Leverage the world's most influential advisors on the future of technology and services

OPTIMIZE

Optimize Business Performance
Educate business line leaders on critical industry trends



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