

OPTIMIZE YOUR PARTNER CHANNEL FOR XAAS

DELIVERED BY **ANNE MCCLELLAND**
VP, XaaS Channel Optimization Research

Anne M. McClelland is the vice president of XaaS channel optimization research for TSIA. In this role, she works closely with member companies to deliver research and advisory programs that help them optimize their channels to drive incremental revenue at scale for XaaS offerings.

During her career as a global partner and channels executive, Anne has built new partner organizations from the ground up, driven revenue from new partner communities, and launched programs and tools to support these partner efforts. She has worked in various partner channel roles in a diverse set of companies including Blue Prism, Cisco, Red Hat, Microsoft, and IBM.



TOP
**XAAS CHANNEL
OPTIMIZATION
ENGAGEMENTS**

Offered in a speaking or workshop format, depending on the topic.

- Defining roles and incentives for partners in sales of technology offers
- Developing KPIs for evaluating partners selling and delivering XaaS offers
- Identifying best practices in providing partner marketplaces
- Defining the role of partners vs. the direct vendor teams in the LAER engagement model
- Designing a channel strategy for XaaS offers
- Defining compensation model options for the channel

Unlocking New Potential and Accelerating Growth with Deep Industry Insight.

「SPEAKING」

Book a TSIA speaker to leverage the source of your data insight and lead your service organization down a proven path to success.

「WORKSHOPS」

Get focused advisory with an interactive workshop that brings together thought leadership, benchmark data and industry best practices into one room.

「CAPABILITIES ASSESSMENTS」

Leverage hundreds of industry-validated best practices to define the initiatives required to be the pacesetter. With over a decade of extensive benchmark analysis from our member community, including 80% of Fortune 100 technology firms, you'll set the standard for what great looks like.

「ADVISORY SPRINTS」

Apply proven frameworks to overcome the specific business challenges of today and craft a winning strategy for tomorrow with TSIA Advisory Sprints – combining Strategic Services' speaking, workshops and advisory engagements.

「FEATURED STRATEGIC SERVICES ASSESSMENTS」

- Rethinking the Channel for XaaS
- XaaS Sales Efficiency
- Partner Channel Strategy Effectiveness

Delivered as a virtual or on-site advisory. What's your preference?

Find out why TSIA Strategic Services is changing the way you achieve operational success.

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