



E2OPEN®

# E2open Partner Assessment and Enablement

A Channel Fit for Purpose

Companies often waste channel investments by continuing to work with partners that match past objectives rather than current goals. **E2open's Partner Assessment and Enablement service** helps companies identify ideal partners, recruit them and continuously monitor partner performance to ensure channel alignment to the current strategy and objectives.

Companies typically choose channel partners that can provide competitive strength and help them hit their target market, positioning, growth or support objectives. However, objectives change over time and partner organizations change too. Without appropriate reviews and course-corrections, an outdated mix of channel partners can actually be a weakness rather than a strength.

Part of E2open's Channel Shaping suite of intelligent applications, E2open Partner Assessment and Enablement offers a range of services that help organizations review how well their existing set of partners supports current business objectives — and make changes where necessary. E2open experts assess the current partner mix against the brand owner's organizational objectives, identify partners that are no longer a strong fit and recommend steps to create alignment. Possible actions include training or divesting existing partners, launching new go-to-market programs and recruiting new partners. Brand owners that regularly assess their channel and tune it for strategic alignment consistently see higher returns on channel investments.

## KEY FEATURES

-  Enables brand owners to choose the right level of partner assessment and/or recruitment based on business needs and organizational resources
-  Assesses current channel partners to determine how well they align with the brand owner's strategic goals
-  Recommends actions to bring current partners into better alignment
-  Helps identify, locate current contact information for and recruit new partners to complement brand owner goals
-  Provides a range of reusable assets such as partner segmentation, ideal partner profiles, target customer profile, ROI models, partner recruitment presentation and partner value proposition

## KEY BENEFITS

-  Increases ability to meet business objectives by building a mix of channel partners that can deliver on organizational goals
-  Reduces investments and channel operational costs by focusing on the most suitable partners
-  Improves channel performance by outlining what is required to enable partners
-  Revitalizes channel competition by selecting dynamic, high-potential partners
-  Speeds up and simplifies the partner recruitment process, giving brand owners faster access to target markets and skills

## Continuous Channel Optimization

E2open experts execute the service through a range of methods, including workshops with brand owners' staff, independent research and direct partner engagement. The service provides an unbiased and best-practice-oriented point of view, offering clear deliverables, easy-to-understand analyses and actionable recommendations.

### Ideal Partner Profile

The E2open team evaluates a sample of up to 150 current partners to define an ideal partner profile. They consider factors such as the partner's current business relationships, business model, market focus and penetration, length of partnership, historical sales performance, current certifications and current allocation of market development funding.

### Partner Segmentation

E2open specialists group existing partners into one of four categories — ideal, invest, explore or dispose — based on market conditions, product mix, competition and trends in how much of the partner's sales consist of the brand owner's products. With the insights from this exercise, brand owners can make data-driven decisions to better enable existing partners and to highlight partnerships that are no longer advancing the brand owner's goals.

### Assessment Report

Based on the segmentation and other jointly agreed criteria, E2open specialists create a shortlist of the highest-priority current partners to evaluate against the ideal profile. They also create a report with specific recommendations on how the brand owner can move these partners closer to the ideal.

### Recruitment Shortlist

E2open specialists build an initial pool of high-value potential partners and define a partner recruitment profile based on three candidates. Using this recruitment profile, they narrow down the pool of potential partners to a target list complete with contact information for three people

at each organization. This research makes it easy for brand owners to initiate relationships with new partners and can also greatly reduce the time-to-first-value of new partnerships.

### Qualified Partner List

If desired, E2open specialists will directly reach out to potential new partners and vet them to compile a list of companies that are qualified and interested in partnering with the brand owner. This direct outreach saves significant time for the brand owner and leverages levels of expertise they may not have within their organization.

### ROI Projection

The E2open team can build a partner recruitment presentation that describes the business opportunity and offers a three-year return-on-investment (ROI) calculation for the new potential partner. This information empowers brand owners to attract valuable partners with an appealing message and helps build strong, healthy partnerships based on shared value.

## End-to-End Supply Chain Management Platform

Once an organization implements any E2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain. The E2open platform creates a digital representation of the internal — and optionally external — network, connects internal enterprise resource planning (ERP) and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine learning-enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

**Align channels and goals with the right methodologies, tools and expertise. Fuel the growth and trajectory needed to meet short- and long-term objectives.**

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