

Channel Enablement

Fulcrum Consulting (FCI) is all about leveraging resources for the sole purpose of increasing revenue and margin. Leveraging the HP Software channel is one of those major fulcrum points. Our difference is in our associations with key players in the HP Software organization, with the HP VARs, and familiarity with the HP Alliance Program.

Depending on the depth of our involvement, we can accomplish many of the following objectives within a few weeks not months.

Channel Enablement Objectives:

- Setting the right internal Expectation
- Conducting a reality check on internal vs. external market perceptions
- Positioning in the HP Software stack
- Establishing a meaningful “value proposition”
- Testing the positioning and value proposition
- Communicating with the OV sales organization
- Embracing the OV VAR community
- Expanding into the greater HP domain
- Engaging complimentary OV ISVs

In order to leverage the channel you need to know which organization will extract the most benefit from representing your product. All too often companies approach the channel with what’s in it for them and not the channel itself.

Key questions:

- What is it that motivates the sales reps and solution architects at HP Software?
- How are they measured and compensated?
- Is the HP Software organization the right target ?
- Are there other organizations within HP that are better suited to resell your product?
- How does your solution fit into the HP Software stack?
- How does it help the HP Software team to sell more of their own software?
- How can your organization help HP Software find new leads or close new business?
- Can your software leverage HP Software business?

FCI has the answers to these and other questions.