



Grow a World Class...

PARTNER CHANNEL

Designing and implementing a high-performing channel can be demanding, but it doesn't have to be. Our Partner Channel solutions are designed to enhance and outperform your existing channel teams.

Partner with us and get access to decades of channel experience, 60+ countries, proven go to market methodologies, and best-in-class revenue growth strategies from day one.

WHAT WE DO

We build and augment a successful partner channel for you by finding, enabling, and supporting the RIGHT partners to help accelerate revenue within your channel.

- Flexible, dedicated resources that drive loyalty and sales with MSPs, VARs, SIs, DMRs, and Distis.
- Recruit partners, manage channel long-tail, generate targeted sales, and recover revenue through expert partner success.
- MarketStar's best practices, playbooks, and predictive analytics to drive channel growth.

WHAT WE ACCOMPLISH

- **DRIVE** programmatic sales and technical enablement through specialized resources
- **CAPTURE** measurable growth through an active channel long-tail
- **SCALE** channel revenue through a sales focused organization

Maximize sales and
loyalty with MSPs, VARs,
SIs, DMRs, and Distis.





Optimization is the key to increasing ROI and clarifying your partner mix. If your channel needs an infusion of born-in-the-cloud partners, an effective DMR play, or reinvigorated partners, bring on a team of experts.

Optimize, scale, and grow
your channel revenue **NOW!**



MarketStar fills in the gaps with flexible resources positioned around the globe - aligned and integrated with the needs of your partners AND their customers. Magnify your operation and get results from what you already have in place then scale-up when you need to grow.

- **Partner Recruitment** – Discover and target your ideal partners then activate and ramp.
- **Channel Management** – Engage and enable partners to grow revenue in every corner of your channel.
- **Sales Center Solutions** – Align your key reseller, Disti, and OEM relationships to capture revenue and deliver expert support.
- **Partner Success** – Deploy support teams like Sales Engineering and Deal Registration to enhance partner performance.
- **Channel Intelligence** – Leverage data for recruitment and reactivation to define which partners demand enablement.



A Growth-Focused Channel takes ROI to New Heights

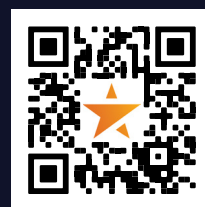
Creating Growth for **35** years

THE MARKETSTAR WAY

We have been building revenue-focused partner channel teams since 1988. With decades of process design experience, global scalability, industry-leading channel leadership, and favorable cost structures, outsourcing through MarketStar will help you retain partners, increase channel value, and grow bottom-line revenue.

We're dedicated to achieving goals and increasing revenue for our growth-minded clients. Our ability to recruit, scale, and utilize talent is unmatched in our industry, and every team is custom-built to match your individual business needs. We are completely integrated with your internal resources and supported by our own in-house expertise.

Simply put, we do a lot of the heavy lifting to scale your business. We help build and manage your channel through sales and success teams that are cost-efficient, focused on creating growth, and flexible to economic conditions.



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www.marketstar.com