



METRICS FOR YOUR PARTNER ECOSYSTEM MANAGEMENT

Your journey towards Customer Partner Experience (CPX)...

EMPOWER YOUR ECOSYSTEM

It's time to disrupt, scale, and win.

VIVA GTM
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METRICS FOR PARTNER ECOSYSTEM MANAGEMENT

SALES

CLOSED REVENUE

- Partner sourced*
- Partner attached*
- Partner influenced*
- Partner average deal size/sales cycle length

SALES PIPELINE

- Overall sales pipeline conversion (from pipeline to closed revenue)
- Conversion rate of direct opportunities
- Conversion rate of partner influenced opportunities

RETENTION/CHURN

- Customer churn (direct) versus customer churn for clients handled closely with one or various partner (partner sourced/influenced)
- Total amount of closed upsell opportunities, partners influenced (sourced or attached)
- Total amount of closed upsell opportunities, partners influenced by priority partners only (T1-T2)

NEW LOGOS

- How many new logos signed thanks to partner support (partner sourced and/or partner influenced)
- In which verticals are my partners mostly registering deals ?
- In which client use case are my partners mostly registering deals ?
- Penetration of partner customer installed base

MULTI-PARTNER DEALS

- # of deals where multiple partners have been helping during the sales process (co-sell/resell/etc).
- What have been the recurrent winning partner plays in your territories that lead to win deals ? Ex: GSI + Boutique partner/integrator + Clouder's marketplace

DEAL REGISTRATIONS

- # of Deal registrations
- Ventilation of DR per Partner Tier
- Conversion rate from DR to closed revenue
- DR acceptance rate (qualification quality)
- DR frequency per priority partner

*Partner sourced = Deal registration accepted for a new business opportunity

*Partner attached = Deal registration accepted for an existing business opportunity

*Partner influenced = Partner sourced + Partner attached

*EQL = Ecosystem Qualified Lead

*MQL = Marketing Qualified Lead

*SQL = Sales Qualified Lead

In all cases, any lead qualified by partners during/following marketing activities and initiatives with business partners.

*DR = Deal Registration

*Blitz Day = Work session with a specific partner during with they all do prospecting actions (calling, emails, etc) around your set of solutions

MARKETING

PARTNER MARKETING

- # of *EQL/MQL/SQLs per territory and ventilation per partner tier
- # of joint social posts
- # of joint case studies
- # of co-publications
- # of webinars or events co-hosted with partners
- Which partner marketing activity did generate more MQLs and qualified DR*
- Which marketing material/content has been creating more MQL ?
- Which co-marketing collaboration has been the most successful
- Which activities have been generating better ROI?
- Which activity provided the best NPS ?
- # of Blitz Days* delivered with partners



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METRICS FOR PARTNERSHIPS & ALLIANCES LEADERS

ENABLEMENT

CERTIFICATIONS

- # of Certifications (total)
- # of certification/typology (sales, pre-sales, technical, etc)
- Ventilation per territory/partner type/partner tier/partner name
- # of Certifications about to expire that need renewal/refresh

PARTNER ENABLEMENT

- How many partner enablement sessions delivered + ventilation per partner type
- How many participants for each enablement session type (comparison with previous FY)
- How much time to onboard a partner? (From first touch to partnership signature ; from partner signed to full certifications ; from partner signed to first deal signed)
- Evaluation of the usage of NFR by signed partners

NEW PARTNERS

- # of new partners that have been validated by the Partnership Agreement Committee*
- # of partner agreements signed/territory/partner type
- # of local NDAs signed for WW alliances

GOVERNANCE

PARTNER BUSINESS PLANS

- # of business plans designed with partners
- # of agreed business plans (validated by champions from both parties)
- # of business plans which met their objectives (quanti/quali) and ventilation per Partner Tier

PARTNER PROGRAM

- Number of partners compliant with Partner Program as of Q4 2024
- Compliance rate by Partner Tier

PARTNER REVIEWS

- Tier 1 Partner QBRs delivered this year
- # of account mapping session delivered by Sales team with partners
- # of recurrent alignment calls delivered with each Partner to monitor the partnership

TIME MANAGEMENT

- How much of your time spent by territory/partner type/partner tier
- How much time spent on T1 partners

*NFR = Not For Resell

*Partnership Agreement Committee = Set of various managers from various company departments who will decide with the Partner & Alliance Manager whether or not a new partner should be officially signed and onboarded.

SKILLS

PARTNER DEMOS & POCS

- # of Demos/POC led by partners
- # of Demos/POC with partners but shadowed by your internal teams
- # of demos/POCs delegated to partners

PARTNER CHAMPIONS

- Who have been the partner interlocutors that lead to your main partner success stories ?
- Who are the main partner interlocutors who have been facilitating/accelerating the partnership ?
- Which of your Partner Champions should be eligible for an award/an exclusive offsite ?
- Which Partner Champions can you leverage for marketing purposes: interviews, success stories, pitch at events, etc



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METRICS FOR PARTNERSHIPS & ALLIANCES LEADERS

SERVICES

PARTNER SERVICES

- How much services have your partners been selling on each closed opportunity with you this FY? (partner sourced or influenced)?
- What type of services are your partners selling around your solution? (Pre sales consulting, integration, implementation, run, training, etc)?
- Which type of services are the most sold across your partner ecosystem?
- Which partners can deliver effective partner services at scale?

INTEGRATIONS

- Adoption of partner integration
- Retention tied to Partner integration

EXPERIENCE

PARTNER EXPERIENCE

- NPS from your partners to rate their : overall partner experience with you, your partner program, your partner enablement sessions/academy, the co-sell experience, the easiness to do business with you, etc
- SLA for answering incoming request from priority partners (Tier 1)
- Which activity delivered to partners has provided the best NPS ?
- Percentage of usage of NFR by signed partners
- Type of usage of the NFR
- % of Usage of the Partner Portal
- Type of usage of the partner portal
- Which partner-oriented activity provided the best NPS ?
- Rating of your partner assets shared with them (Sales material, sales partner kits, brochures, etc)
- Rating of your trainings (Live sessions, on-demand sessions via Partner Academy, etc)
- Rating of your company vision and your product roadmap

*NPS = Net Promoter Score

INTERNAL

CHANGE MANAGEMENT

- # of Internal enablement workshops for your GTM team
- # of Types of internal enablement workshops for your GTM team
- # of enablement sessions driven by you (ex: how to activate partners on TAs, introduction of key partners, training on hyperscaler's activation/how to get traction of GSIs, etc)
- # of enablement sessions driven by your T1 partners (ex: they come and introduce their company, value prop and joint value prop in 30 minutes + Q&A and account mapping sessions)

EXPERIENCE

- NPS score from your internal team about their experience collaborating with the Partner & Alliance ecosystem



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