

# Weekly Channel Solution Team Performance Report

Channel Technical Team

2025-04-22

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# **1 Executive Summary**

This weekly sales performance report provides a comprehensive analysis of our current revenue status, with a particular focus on Small and Medium Business (SMB) segment performance. The report highlights total revenue achieved, distribution across customer types, channel performance against targets, and product-specific analysis. Key insights include channel performance metrics and pipeline projections for Q2 2025, which will help guide strategic decision-making for the upcoming quarter.

## 2 Overall Revenue Performance

The following section provides a snapshot of our total revenue and its distribution across major customer segments. This overview helps contextualize the detailed analyses that follow.

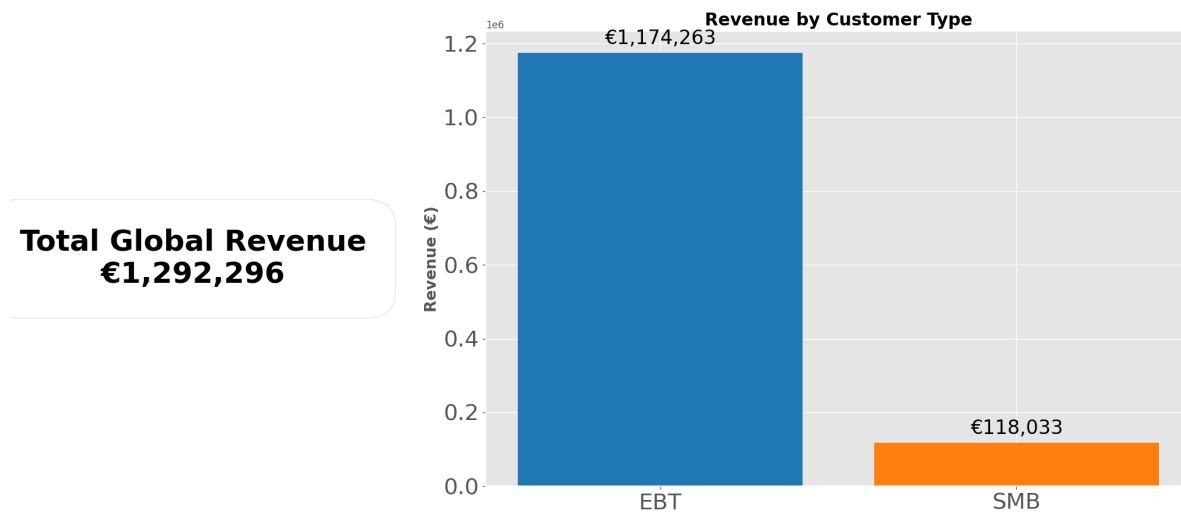


Figure 1: Total Revenue and Distribution by Customer Type

As shown above, the Enterprise Business Team (EBT) and Small-Medium Business (SMB) segments have distinct contribution patterns, with EBT representing a significant portion of our revenue. This aligns with our business model, where enterprise clients typically generate higher average transaction values.

### 3 SMB Revenue Analysis

The SMB segment represents a key growth opportunity for our business. This section analyzes the distribution of SMB revenue across product types and reseller channels.

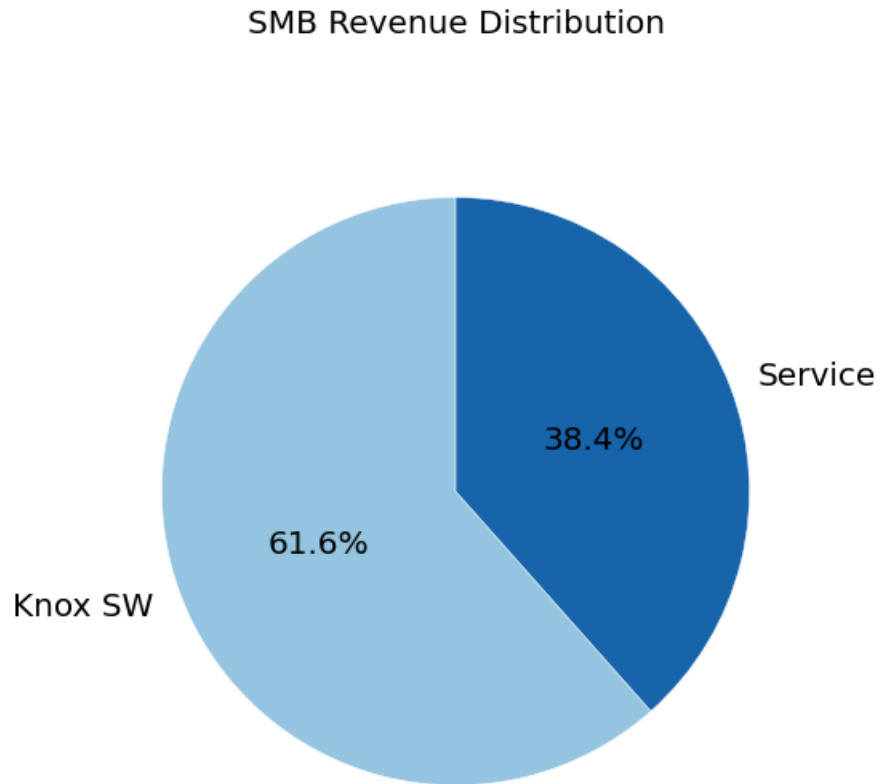


Figure 2: SMB Revenue Distribution by Product Type

#### Knox SW Distribution by Reseller

	Reseller Type	Revenue(\$)	Revenue(€)
0	Opérateur	€24,180	NaN
1	Top Reseller	€27,450	NaN

	Reseller Type	Revenue(\$)	Revenue(€)
2	unmanaged	€21,036	NaN
3	TOTAL	NaN	€72,666

#### Service Distribution by Reseller

	Reseller Type	Revenue(\$)	Revenue(€)
0	Top Reseller	€23,758	NaN
1	unmanaged	€21,609	NaN
2	TOTAL	NaN	€45,367

The SMB revenue distribution chart highlights key product categories driving our small and medium business revenue. Knox SW products represent a significant portion of our SMB revenue, demonstrating strong market adoption of our software security solutions. The accompanying tables break down revenue performance by reseller type, allowing us to identify our most effective distribution partners within each product category.

## 4 Channel Performance Analysis

This section evaluates how our various sales channels are performing against quarterly targets, helping identify overperforming and underperforming partnerships.

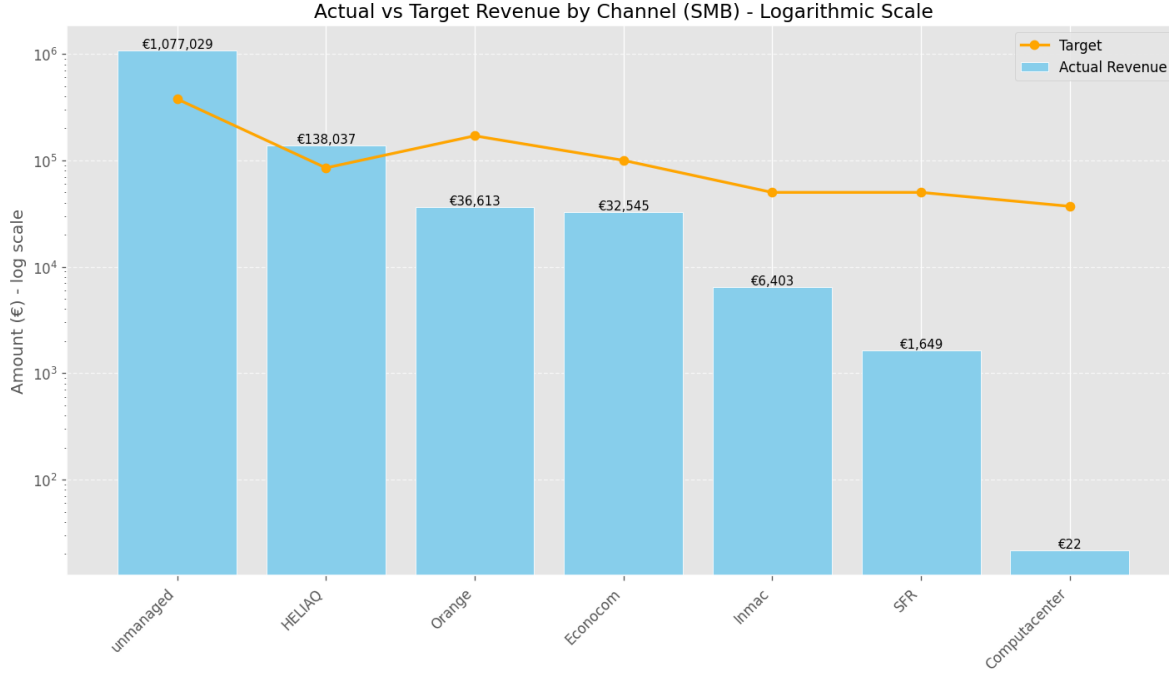


Figure 3: Actual vs Target Revenue by Channel (SMB)

Table 3

	Channel	Revenue(\$)	Expected Revenue	Delta
0	unmanaged	1,077,029€	377,000€	286%
1	HELIAQ	138,037€	85,000€	162%
2	Orange	36,613€	170,000€	22%
3	Econocom	32,545€	100,000€	33%
4	Inmac	6,403€	50,000€	13%
5	SFR	1,649€	50,000€	3%
6	Computacenter	22€	37,000€	0%

Our channel performance analysis reveals mixed results across our partner ecosystem. The table above shows each channel's performance relative to quarterly targets. Notably, Orange remains our strongest managed channel by revenue volume, while HELIAQ is showing exceptional performance against their target. The unmanaged channel still represents a significant

portion of our overall revenue, suggesting an opportunity to transition more of these deals to our managed partner network. This would improve our ability to forecast and provide enhanced customer service through trained channel partners.

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## 5 Product Analysis: Knox SW Solutions

Knox SW solutions represent a significant portion of our revenue, particularly in the SMB segment. Below we analyze the distribution of Knox SW product variants to identify our strongest offerings.

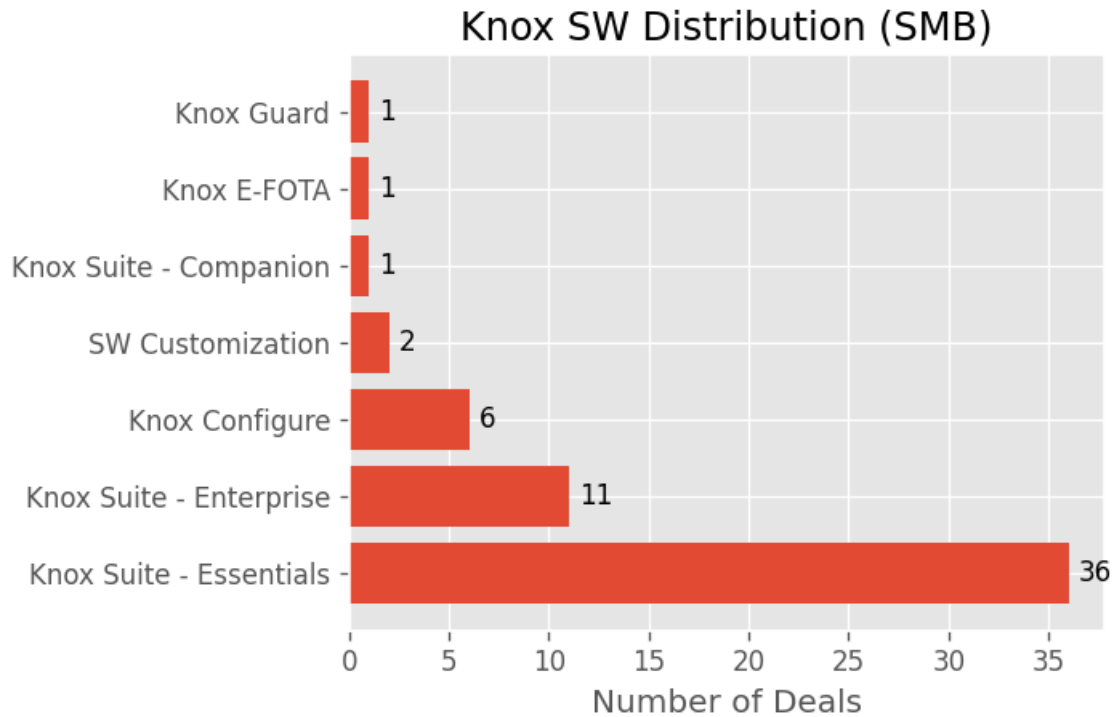


Figure 4: Knox SW Product Distribution for SMB

The horizontal bar chart above displays the distribution of Knox SW product variants across our SMB deals. This analysis helps identify which specific security solutions are gaining the most traction in the small and medium business market. Product teams can use this information to refine marketing strategies and sales enablement resources for top-performing variants.



## 6 Pipeline Analysis for Q2 2025

This section examines our pipeline for the upcoming quarter, providing insight into projected revenue streams and major deals that will drive our business in Q2 2025.

### 6.1 Channel Pipeline

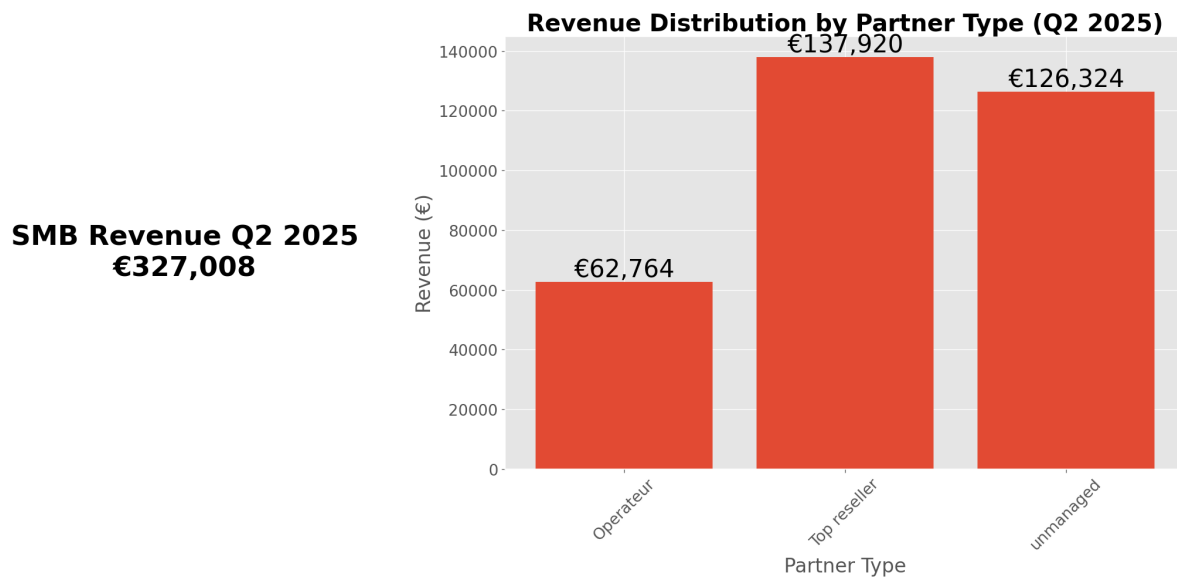


Figure 5: Q2 2025 SMB Pipeline by Partner Type

Our Q2 2025 pipeline for the SMB segment shows promising growth, the distribution across partner types indicates a healthy mix of channel relationships, with Top Resellers contributing significantly to our pipeline. This aligns with our strategy to leverage specialized partners who can provide additional value to our SMB customers.

## 7 Revenue Projection Analysis

	Source	Value
0	Closed Deals	€118,032.98
1	Pipeline (Q2)	€327,008.00
2	Total	€445,040.98

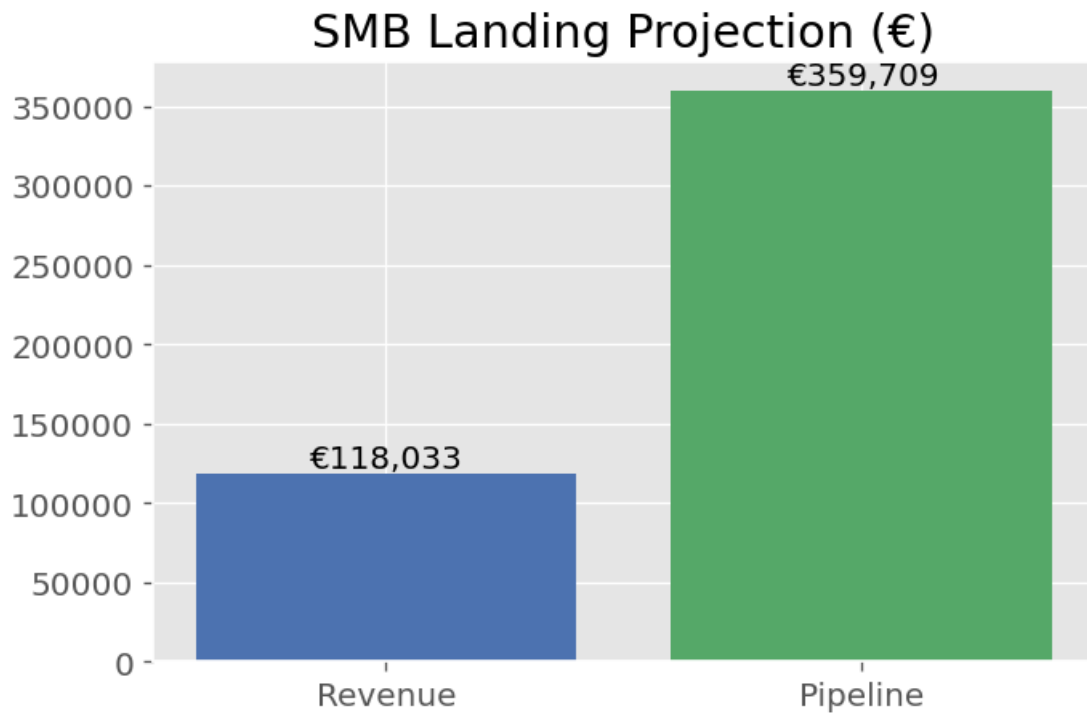


Figure 6: SMB Revenue Projection (€)

## 8 Top 5 Deals

END				
CUSTOMER	SOLUTION	Value (€)	Probabilité	Rollout Date
polyconsiel	Knox Suite EE	€96,800.00	B	Q2 2025
Burger King	Knox Manage	€62,190.00	B	Q2 2025
Mondial Tissu	Knox Suite EE	€52,800.00	B	Q2 2025
Samat	Knox Suite EE	€22,880.00	B	Q2 2025
Mondial Tissu	Knox Manage	€19,968.00	A	Q2 2025

The table above highlights the top 5 opportunities in our Q2 2025 pipeline by value. These key deals represent our most significant growth opportunities for the upcoming quarter and should be prioritized by our sales teams. The probability ratings provide an indication of the likelihood of closing each opportunity, allowing for more accurate revenue forecasting.