APJ Partner Velocity Team

Redefine partner support model

- Improve partner business resources productivity + partner experience by redirecting administrative and operational tasks via a shared services model.
  - Estimated time spent on secondary admin tasks average = 80 hrs/month for DPBMs, and 60 hrs/month for PBMs
- Velocity Team to start with 5 shared services resources based in Bangalore, India to support the **ANZ**, **SEAK** and **India** regions
- Partner Velocity Team to align with similar initiatives already deployed in China and Japan

PARTNER VELOCITY TEAM

The following tasks could be assigned to support functions to allow PBM + PSE community to focus upon Partner Business development and growth initiatives.

- Partner certification.
- Partner support request escalations.
- Partner program exceptions.
- Report and Dashboard creation.
- Partner Recruitment.
- Partner portal navigation.
- Partner license requests.
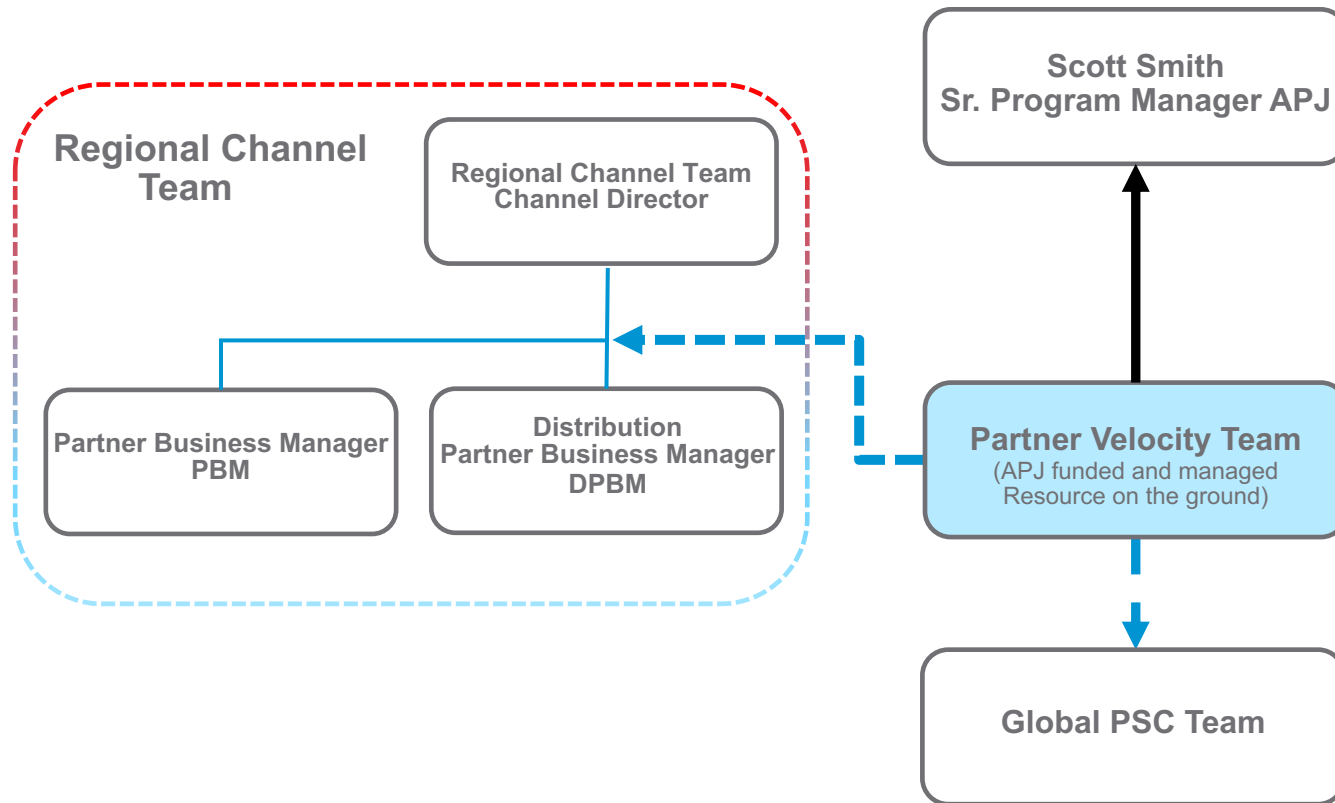- Order management and fulfilment enquiries.

APJ Partner Velocity Team

PBM + PSE Productivity gains can be achieved by:
- Establishing a regional Partner support centre.
- Expanding functional support from Global PSC

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Proposed Organizational Structure

Regional Channel Team

- Regional Channel Team Channel Director
- Partner Business Manager PBM
- Distribution Partner Business Manager DPBM

Scott Smith
Sr. Program Manager APJ

Partner Velocity Team
(APJ funded and managed Resource on the ground)

Global PSC Team

COLLABORATION ON THE GROUND

Governing philosophy:

- APJ funded and managed in country resources.

- Matrix reporting line to Regional Channel Team and Global PSC.

- Collaboration and mentoring of local resources through an integrated team approach with in-country Regional Channel Team.

Team Coverage

	Role	Responsibility
Amit Vempala	Team Lead	Greater China
Sapna Pohani	Operations Analyst	ANZ
Sivakumar Sekar	Operations Technician	Ignite/Amplify, Japan, Technical
Vinay Raj K R	Operations Analyst	India
Mahesh Venkatesh	Operations Analyst	SEAK

Key Activities for Q3

- Partner Connect Renewals

- Ignite and Amplify Program Coordination

- Partner Connect Gap Analysis for annual review for FY22

- JBP KPI follow-up

- Partner Program and Incentive Support

- Ad-hoc Reporting

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Appendix

RACI MATRIX

RACI Matrix framework used to identify administrative tasks and was pivotal to the evaluation of tasks that could be assigned to third party support organizations, such as:

- Partner Velocity Team to function as extension of Global PSC / Partner Network.
- Access to PS2 Team for standardized reporting.
- Geocentric business analytics team.

Tasks addressed include:
- Partner On-Boarding and support
- Partner Support
- Partner Operations management
- Partner relationship management
- Partner reporting and governance
- Partner Enablement
- Partner Marketing
- Partner Sales