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# The Channel Fusion Ecosystem of Programs and Solutions

## Comprehensive Channel Solutions

A channel marketing program is more than technology and corresponding services. At Channel Fusion, we provide a comprehensive channel marketing ecosystem of technology applications, programs and services, all supported by dedicated team members that become an extension of a brand's marketing team.

We take the time to understand a brand's desired channel marketing outcomes and ensure the programs we develop and deploy are designed to our client's needs instead of fitting them into a predefined solution.



# Outcomes Blueprint

## The Blueprint Process



## The intersection of strategy, customer experience and ROI

With the Channel Fusion Outcomes Blueprint, we help our clients challenge the status quo and ensure channel marketing programs are flawlessly developed and executed, while keeping stakeholders engaged and informed, and delivering desired outcomes.

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### Discovery

The Outcomes Blueprint development process begins with Discovery. Leading this critical part of the process is one of our seasoned account directors who facilitates a discussion with a client's channel marketing stakeholders to establish a comprehensive understanding of what strategy, customer experience and return on investment outcomes they would like to achieve, challenges to accomplishing those outcomes and alignment around channel marketing program elements to achieve those outcomes.

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### Document

The next step in the process is Document, capturing and articulating a blueprint canvas that includes the strategy, customer experience and ROI outcomes that were identified during Discovery. Documenting the path to achieving desired outcomes requires the orchestration of the work across products and services, as well as ensuring strategies are being addressed tactically and best practices are being applied throughout a program.

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### Alignment

Once the Outcomes Blueprint has been captured, it's critical to ensure alignment within a client's organization. The Alignment phase is particularly important when additional stakeholders are introduced to a program or initiative. In addition, Channel Fusion uses the blueprint to ensure alignment among the Fusers who are assigned to a client's channel marketing program. As part of this step, the Channel Fusion account management team schedules an Alignment meeting that includes key stakeholders from a client's organization as well as the Fusers who are working on that client's program.

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### Deliver

Deliver is when the rubber meets the road. The Outcomes Blueprint focuses on incremental progress, showcasing the small wins that lead to the big wins in terms of executing the defined strategies, delivering customer experience and ensure what is being delivered meets or exceeds the established ROI criteria. In other words, we ensure the previous steps in the process are executed with full transparency to ensure confidence in what is being delivered and how it is being delivered. Tactically, this includes regular status reports, meetings and ad hoc updates, as needed.

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### Outcomes

The Outcomes Blueprint is designed to ensure defined strategies, customer experience expectations and ROI criteria are measured and reported. The Outcomes phase of the process may include reports within a particular application, data analysis and ad hoc reporting, or providing data feeds for a client's business intelligence application. Ultimately, we understand there are typically more than one outcome when it comes to a channel marketing program, so quantifying and reporting those outcomes and ensuring the appropriate stakeholders have visibility is paramount. To that end, we work with our clients to ensure they are able to demonstrate value in a way that is meaningful to their stakeholders.