

# “Partnering with other partners”

## Opportunities and benefits

1. Be niche: skills more demanded and less chance of conflict with partners.
2. Develop a reputation for deep domain knowledge.
3. Using other channel partners allows you to scale your services.
4. Craft a channel-friendly engagement model.
5. Develop rules of engagement and stick to them.
6. The best people to deal with are sales & marketing, not legal.
7. Direct line of communication into end customer allows you to be responsive.
8. Identify common values.
9. Figure out what gets the partner out of bed in the morning.
10. Distributors are adding services and looking to partner.

## Risks and challenges

1. It is risky sharing customers with partners, who may be competitive
2. Lines blurring. Non-competitive partners may compete in future.
3. Not all partner salespeople are equal. “Damage is done in the trenches.”
4. Australia is small: don’t poison the market.
5. Be careful of partners or clients who want to keep you behind the scenes.
6. Customers want one throat to choke but this makes it hard to be responsive
7. Hard to make financials work with P2P deals. Low margins in subcontracting.
8. What if you introduce a partner and they screw it up?
9. Cash flow: Partners are more likely to squeeze on payments than customers.
10. Walk away from aggressive contracts.

## SPEAKERS

### Justin Roche MSC Mobility

Justin is the CEO of MSC Mobility, a Sydney-based specialist in Enterprise Mobility Managed Services that has operated in the Australian market place since 1999. The company supports many partners, in particular Telstra.

As a mobile thought leader, Justin assists large enterprises and government agencies to manage the transition of end user computing from desktop to mobile and cloud.

Managing the challenges of consumerisation (BYOD), cloud applications, information security and the end user’s desire to be effective on any device, anywhere at any time are the critical challenges MSC Mobility’s clients face.

### Adam Davenport Loop Technology

Adam qualified in law at Sydney University and worked for many major global corporations, including law firm Baker McKenzie’ intellectual property practice, Wang Australia and as CEO of Blue Star Office Products, where he oversaw a period of major growth through the acquisition of eight IT and office products firms.

Adam had global roles at Getronics and was previously Managing Director of ASX-listed distributor Cellnet Limited, where he made several significant acquisitions before divesting Mercury Mobility a musical ringtones business that was successfully listed on the ASX.

In 2007 Adam purchased the Australian assets of Kanbay Inc. a NASDAQ listed IT services firm and created Loop Technology, which is a focused IT Security integrator.

### Steven Kiernan CRN

Steven Kiernan is editor of CRN, the Australian edition of the largest IT channel publication in the world. CRN is a central source of news and business insight for IT resellers, systems integrators, managed service providers, IT solutions companies and distributors and vendors.

Steven has a decade of experience in business magazine publishing, including Nextmedia and Haymarket Media in his home country of Australia as well as London publishers Haymarket and Emap.

