Quest for Successful Partnering Leads to P2P Maturity Model Training

By: Per Werngren

The official launch this month of the P2P Maturity Model Training marks an opportunity for me to pause and think about the evolution of partnering and channel programs in the Microsoft ecosystem.

The journey began over a decade ago. In my work with IAMCP, I have travelled the globe and met many partners. Through it all, I have observed that there are:

- Too many "one-way partnerships", where one party has gained while the other was left with a loss;
- Similar challenges across geographies, within technology focus areas, and involving solution specialties;
- Consistent road blocks to developing effective programs for ISVs, SIs, and VARs alike.

Taking the First Step: The P2P Maturity Model

The stories of wasted time, frustration, and barriers to attaining growth initiated my pursuit of an alternative. Knowing that earning a decent profit is a condition of sustainable long-term success for everyone, I devised the P2P Maturity Model. Based on advice, lessons learned, and best practices that work regardless of geography or solution offering, the model provides partners with a way to effectively structure the process of building sustainable, long-term business.

Evidence and Results

Creating a model was a good starting point. Partners, however, have seen many programs over the years that fail to deliver on big promises. Solid evidence about the viability of a new approach was needed if there was to be any chance of success. That evidence came in the form of a whitepaper jointly authored with IDC titled "A Blueprint for Partner-to-Partner Networks: The P2P Maturity Model"[1]*.

> *"The Partnering Maturity Model provides a framework for channel partners to use when considering their own readiness to partner as well as that of an organization with which they want to partner."*
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> *-Christine Dover, Research Manager Software Channels, IDC*

The whitepaper describes the Partnering Collaboration Framework. The Framework consists of 10 business functions and 4 collaboration levels and sets out how channel partners can create successful and repeatable working partnerships with other channel partners. The document goes on to explain that partners who excel at P2P relationship building grow faster, are more profitable, and deliver higher customer satisfaction.

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[1] Dover, Christine; Werngren, Per; "Industry Developments and Models, A Blueprint for Partner-to-Partner Networks: The P2P Maturity Model"; June 2013, IDC #241647, Volume 1
* This whitepaper is available at no charge to IAMCP members. See www.iamcp.org for more information.

Going to the Next Level

With cloud technology, today more than ever, partnerships are essential to delivering total solutions, business growth, and winning against the competition. In recognition of this, IAMCP and Microsoft are building on the momentum surrounding the model presented in the whitepaper and are launching P2P Maturity Model Training program. Designed with partner challenges in mind, this innovative training employs a step-by-step approach to helping partners identify, build, and manage partnerships effectively. The training will enable partners to reduce the time, costs, and risks normally associated with the process.

Spending your time in this training will take your business to the next level by providing insight on:

- A more effective channel model that you can implement, manage, measure, and grow;

- A guided assessment to help you understand where you are today and how you can accelerate to a better partner model;

- All of the steps, tools, and resources you need to develop and maintain a strong channel program;

- Guided training and online coaching to help you get to your desired end-state successfully.

Open to all Microsoft partners, I encourage you to take your business to the next level and register for the P2P Maturity Model Training. Immerse yourself in this comprehensive and practical approach to building the skills and discipline for successful partnering.

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