Successful Partner Programs (SaaS Companies)

Project Goal
Develop a tailored Channel Partner strategy and strengthen the process of acquiring and managing Channel Partners, with a view towards expanding the company’s reach outside of Latin America

Research Questions
1. What are the general types of channel partners and what types of roles does each channel partner perform?
2. What are Frogmi’s core strengths and competitive advantage?
3. Which types of channel partners and channel structures are most appropriate for Frogmi?
4. What are the benefits that Frogmi should provide to partners and what is expected from these partners (i.e. requirements)?
5. What is the appropriate pricing structure for each partnership type?

SaaS Partner Program Research
- Competitor retail SaaS partner program information
- Types of channel partners
- Tiers of partnerships
- Benefits and requirements of partner programs

Current Partner Relationships
- Overview of roles and responsibilities
- Service levels provided
- Case studies of current projects
- Opportunities to enhance relationship with Frogmi

Business Needs for Channel Partners
In the past year, Frogmi has been able to develop a standardized sales process and establish several customers in Latin America, creating the opportunity to further grow the company through a formalized Partner Program.

Benefits of Partner Program
- Expand Frogmi’s reach and message in both existing and new markets (identify addressable market)
- Gain access to new clients through partners in a cost-efficient manner
- Develop and leverage strategic collaborations to stay ahead of the competition in the CPG and retail industries

Key Considerations
- Target partners in Frogmi’s vertical/market and who have a solid reputation and an attractive client base
- Identify the appropriate revenue-sharing metrics and guidelines (i.e. referrals, discounts, and rebates)
- Align incentives for both parties and produce value on both sides, aiming to develop long-term relationships

Referral partners generate sales-qualified leads for Frogmi and earn a referral fee if the lead turns into a customer over a specific time period...

Solution partners are industry and domain experts who market and resell Frogmi to their clients, assist them with onboarding and ongoing support, and provide other value-add services...

Outsourcing partners use Frogmi to execute proper operations for their clients with activities ranging from performing tasks and audits...

Internal Team Interviews
- Sales cycle incentives for lead-generation & deal closing
- Generic pricing structure
- Ongoing customer support level of effort and complexity
- Customer success data

Current Pricing Architectures
- Current pricing agreements with different types of partners
- Product discount and rebate incentive structures
- User discounts (volume discounts)

Findings and Recommendations
Partnership types should align to what Frogmi wants potential partners to be responsible for when selling, using, or supporting Frogmi

Frogmi’s Partner Program will be rolled out in two major phases in order to manage the transition of various roles and responsibilities and test certain aspects of the program

Phase 1: Basic Partner Program
- Begin with the three types of partnerships (referral, solution, and outsourcing)
- Include only benefits and requirements that are aligned as high priority (as a start)
- Develop and publish partner program webpage for external parties
- Introduce additional benefits and requirements as necessary

Phase 2: Tiered Partner Program
- Introduce tiered partner program (standard and premier)
- Introduce additional benefits and requirements as necessary - those will most likely be the ones with the highest implementation complexity
- Launch Partner Portal website

Channel Partner webpage should highlight the benefits and requirements of the program and attract new partners to work with Frogmi

Recommended Call to Action Fields (for Webpage)
- First and Last Name
- Company Name
- Business Email Address
- Phone Number
- Country/State
- Partnership Interest (checkbox)
  - Referral Partner
  - Solution Partner
  - Outsourcing Partner
  - Other Partnership Question
- General Comments Field

Successful Partner Programmes (SaaS Companies)

23% of total revenue through lead generation after 2 years of initiating a referral program, with a total commission payout of $2.3M in year 2

11x increase in customers over 3 years by gaining accounting firms as partners through a “Recruit, Educate, and Grow” strategy