

Channel Chief View

Simplification Is Path To Success With Verizon Business Markets

Q. How will partners see Verizon Business Markets evolve over the next several months?

A. Verizon Business Markets is a new business unit geared toward serving small and midsize businesses (SMBs), and state and local governments, and educational institutions (SLED)—complementing Verizon Enterprise Solutions, which serves large, enterprise and federal customers. From a partner perspective, they will see those respective channel programs rolled up and streamlined into one overall program. Newly acquired XO Communications will be integrated into Verizon Business Markets over the course of 2017, with some exciting program news to share in the second quarter.

Q. Describe how partners will benefit from combining the Verizon Partner Program with the SMB and SLED channels into a single organization?

A. The benefits fall into three buckets. One, Verizon Business Markets will have a simplified portfolio that focuses on the best Verizon products and packages for very targeted market segments with channel being the primary route to market. Two, from a programmatic standpoint, we'll adopt best practices from among three powerful channel programs: Verizon Enterprise Solutions, Verizon Business Markets and XO's highly regarded partner model. And, finally along with our partners, we will focus on the ripe opportunities in the currently underserved SMB and SLED markets.

Simplification is a giant lever in all of this. It manifests for our partners in the form of marketing benefits—tools to help them effectively go to market in a digital, social world. It also appears in the way we support our partners. We assembled a Partner Steering Committee, whose members told us exactly what they needed to grow with SMB and SLED. Ultimately, Verizon is investing in serving both enterprise and SMB, state and local governments, and education under one program. These are exciting times for our channel.

Q. What does 'right customer, right channel, right product' mean for your partners?

A. It means leveraging our best-in-class partner ecosystem to access Verizon's innovative business communication, security, network and wireless products to customize the right solutions for their customers. Integral to this is ease of doing business. The partner portal eliminates complexities for ordering and provisioning. The Verizon Rapid Delivery platform compresses into days what used to take weeks or even months, and hours into what used to take days. And, our partner program is easy to understand and navigate—it's digital and automated. This all adds up to less time spent on figuring out how to work with us and more time spent with customers.

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