

Key Success Factors in Driving Verizon's Channel Transformation

CRN: It's been one year since the relaunch of the Verizon Partner Program. What are some of the highlights of the program?

Verizon: In 2013, Verizon made its most significant commitment to the channel, consolidating several existing business channel programs to form one umbrella of services that is now known as the Verizon Partner Program. This comprehensive IT-style partner program puts customers first by outfitting all of our channel partners with the right portfolio and support to shorten the sales cycle and immediately meet the demands of the market. We've raised the bar in the industry by providing comprehensive training and tools, including deal registration, market development funds, marketing support and even a new channel certification program—all designed to create new business opportunities for our partners and their respective end users.

CRN: How has Verizon shifted accounts and investments in order to bolster channel sales?

Verizon: We are driving transformation through our unprecedented commitment and investment in the channel with sales of our network, mobile and cloud solutions. We've recently shifted more business accounts to the channel, empowering partners to increase their growth opportunity targeting corporate accounts. Verizon has doubled our market development funds (MDFs) for partners to use to pay 100 percent towards prepackaged consulting services designed to help partners transform their go-to-marketing strategies for the realities of today's technology purchasing environment.

CRN: What has Verizon done to improve efficiency and enhance the customer experience?

Verizon: We've invested more than \$150 million in developing the Rapid Delivery initiative. Available to Verizon Silver- and Gold-level solutions providers, Rapid Delivery is a complete process redesign that has streamlined and automated all aspects of the sales life cycle to increase operational efficiency, improve speed and accuracy of quotes, orders and invoices, and reduce the opportunity for human error. In addition, we've spent more than 250,000 hours in training more than 11,000 employees on the new processes so far. The combination of these improvements has resulted in a net improvement of around 70 percent in time from quote to delivery of Verizon solutions.

The Verizon Partner Program

In times of technological change, the right blend of assets can help you meet evolving customer demands, expand into new markets and grow revenue. And that's why we developed the Verizon Partner Program—to give you greater access to more innovative technology solutions than ever before, all from a single, trusted brand. Our collaborative program also features simplified processes, marketing tools and field support to empower you in a changing competitive landscape.

How you work with us is entirely up to you. We offer three business models, so you can choose the one that best fits your needs. verizon.com/partnerprogram



Embracing the Channel Partner Ecosystem for Innovation and Evolution

CRN: How is Verizon leveraging new technologies to strengthen partner support in the field?

Verizon: The new Verizon Partner Program Mobile App is an extension of Verizon's Partner Relationship Management (PRM) Online Portal. It's designed to allow easy access to key elements of PRM while channel partners are out in the field. This universal mobile sales tool is linked to salesforce.com and provides instant access to information on incentives, promotions, products, events, webinars, as well as battle cards that provide a quick reference to the value proposition for Verizon products and solutions.

CRN: Transformation can't work in isolation; what role will Verizon play in helping partners to evolve their business in 2014?

Verizon: As you look at what's happening with customers, there's a new technology paradigm taking place that's creating new buying patterns, changing the amount of solutions coming into the market and forcing the channel to become more flexible. We recognize that to be successful, we need to continually evolve and that the best solutions are what matter most. So we'll continue to invest in transforming our channel program and align with partners who can help us continue to innovate and sell market-leading Verizon products and solutions in mobility, cloud, security and the Internet of Things to an ever-changing customer decision-maker.

CRN: Can you give us a glimpse into what Verizon innovations the channel can expect in 2014?

Verizon: As the IT landscape continues to change, solution providers are always on the lookout for new products and solutions that can help them take advantage of evolving market opportunities. We recently announced a strategic initiative with SAP that outlines plans to deploy the SAP HANA® platform in Verizon's data centers, making it available to customers across Verizon's cloud offerings, including eCloud, Managed Hosting and the new Verizon Cloud. We bring the full power and functionality of enterprise-class technology to the cloud while providing our clients flexibility and control over their cloud environment. Throughout the year, we'll continue to introduce new enterprise-class solutions that will provide our partners with even more choices to better serve the needs of their clients and solve challenges with innovative offerings from Verizon.



"The Verizon Partner Program achieved the CRN 5-Star Award in 2014 and is recognized as an integral part of the overall value a solution provider will look for in a vendor. The value of our brand, our innovative products and solutions, market position and commitment to the channel has contributed to our success since the relaunch of the Verizon Partner Program in February 2013."

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