

The Importance of Channel Partners & Resellers in Driving Growth for Service Providers

Channel partners and resellers are vital for service providers' business growth. With millions of businesses around the world spanning industries, countries and cultures, the only feasible way for a single company to establish and develop relationships with these businesses is through a strong channel partner ecosystem. The channel partner ecosystem extends the reach for service providers while enabling the channel partner to deliver the products and services that customers need. The challenge is finding partners that will give businesses a true competitive advantage. This requires the right mix of skill sets, customer base, technology focus, and scale as well as a business framework that supports delivery of quality service experience.