

# The APAC Channel Management Forum 2010

Innovative Strategies and Practical Tools for Growing, Developing  
and Managing Your Channels and Partner Networks

Liquid Learning is delighted to announce that it will host The APAC Channel Management Forum 2010. This highly anticipated event will feature a range of case studies and expert analysis from market leading multinationals.

## FEATURED SPEAKERS



**Rod Vawdrey** Chief Executive Officer  
Fujitsu



**Phil Cameron** Vice President, Regional Channel Sales  
CA



**Michael Lehmann** Director of Partner Operations ANZ  
Cisco



**David Henderson** General Manager, Commercial and Channel  
Sales  
EMC



**Paul Voges** SMB and Partner Group Director  
Microsoft



**Ian Birks** Chief Executive Officer  
AIIA



**Sam Srinivasan** Channel Partner Sales Director ANZ  
Sun Microsystems



**Belinda Ross** Solutions Partner Organisation (SPO) Country  
Manager  
HP Australia



**Rhody Burton** Senior Partner Business Manager  
VMware



**Michael Costigan** Director, Marketing Business Innovation  
Avnet



**Dr Kristin Rotte** Senior Lecturer in Marketing, AGSM



**Murali Chandrashekar** Professor of Marketing and Academic  
Director, AGSM MBA Program  
Australian School of Business – UNSW

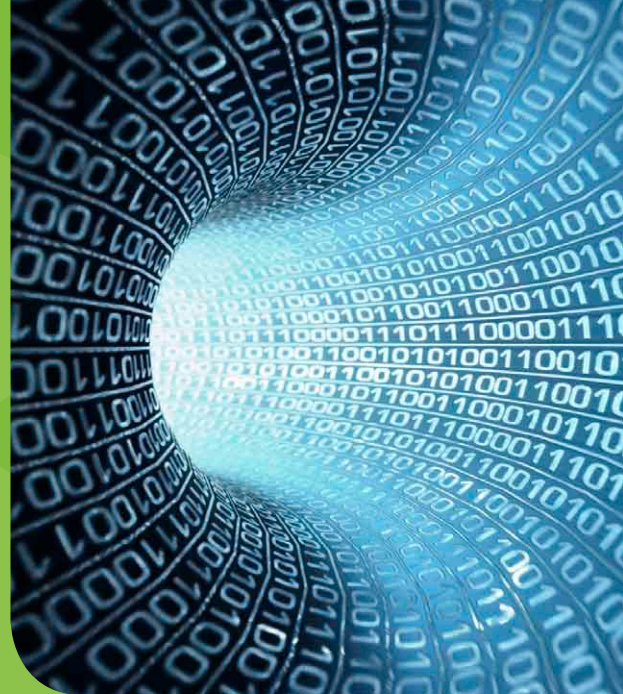


**Richard Gray** Director, Partners ANZ  
Riverbed Technology

**Tim Smith** Marketing Director ANZ  
Hitachi Data Systems

**Andy Huntrods** Partner Director  
Oracle

Senior Representative TBA  
IBM



22 & 23 March 2010  
Rydges World Square,  
Sydney

## EXPLORE

- Creating Forward Thinking Channel Partner Strategies
- Managing Your Partnerships Effectively
- Maximising Revenue Within the Channel
- Enabling Partners and Improving Communication

## PLUS WORKSHOPS

Two Separately Bookable, Half-Day  
Workshops on 24 March 2010

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## Day One 22 March 2010

8.30 - 8.55 **Registration and Morning Coffee**

8.55 - 9.00 **Official Welcome and Opening Remarks from the Chair**

9.00 - 9.45 **OPENING COMMENTARY**

**2010 and Beyond - The Evolution of the ICT Industry**

Ian Birks was a national board member at the AIIA before accepting the role as CEO last year. Prior to that, he has over 20 years experience in the industry and formally headed up an IT advisory firm. Drawing on his vast experience, Ian will discuss how the industry is progressing generally, including the impact industry trends can have on channels and how the market may evolve in 2010 and beyond, exploring:

- The ICT market in 2010 – Expected changes
- Key ICT industry issues – Where are we heading
- The opportunities and challenges for channels in a recovering economy

**Ian Birks** Chief Executive Officer  
AIIA

9.45 - 10.30 **CASE STUDY**

**Creating Channel Partner Strategies - Fulfilling Current Market Gaps**

With over 15 years experience at IBM, Siemens and Cisco, Richard Gray is well informed in the art of creating and evolving channel partner strategies. Since his appointment in 2007, Richard has been developing Riverbeds partner community in Australia. In driving their incredible growth, he has focused on the need to drive a significant increase in their partner's capability and market coverage. This is achieved through developing channel strategies and developing alliances. In this session, Richard will talk about:

- Focusing on target market selection
- Ensuring total market coverage
- Understanding 'gap analysis'

**Richard Gray** Director, Partners ANZ  
Riverbed Technology

10.30 - 11.00 **Morning Tea**

11.00 - 11.45 **CASE STUDY**

**Dealing With Mergers and Acquisitions**

Avnet Technology Solutions' Michael Costigan's role was created in response to the distributors' regional expansion plans – they have to consolidate their recent acquisitions and align strategies, which can be a taxing task. In this session, Michael will discuss how Avnet has overcome the challenges associated with their expansion. Explore:

- Techniques to ensure new acquisitions align swiftly
- Defining the ideal depth and breadth of partners to attain your desired result
- Determine which partners are excelling, and which are simply eroding your profit margin

**Michael Costigan** Director, Marketing Business  
Innovation  
Avnet

11.45 - 12.30 **CASE STUDY**

**Incentive Management - Put Your Product First**

David Henderson is a man with a solid channel heritage, and since taking over at channel sales at EMC, he has overseen the free services training to the channel as part of a raft of new enhancements to its Velocity Partner Program. These partner initiatives are focused on increasing channel profitability. Furthermore, their Velocity Advantage Program, which was put in place last year, is based around revenue and sales targets for tier-two partners. In this session, David will talk about their new programs, focusing on incentive management and how to ensure the resellers are prioritising your product. Explore:

- Mastering incentives for channel partners
- Training and compensation models
- Quality incentives for enhancing partner loyalty

**David Henderson** General Manager, Commercial and Channel Sales  
EMC

12.30 - 1.30 **Networking Lunch**

1.30 - 2.15 **CASE STUDY**

**Channelling the Future - Building Partner Capability**

VMware is continually reviewing its partner program to ensure they are offering the most relevant and beneficial content to support their partners growth and success. The new and enhanced partner program now offers competency-based training in specific areas, access to extensive sales and service tools and margin opportunities; in addition, Partner Central, the revamped information portal, is now also readily available. Partner Central includes marketing and sales tools, leads modules, access to market development funds, service IP and other tools. In this session, Rhody Burton will discuss the systems that VMware have developed to help partners maximise efficiency and revenue, including:

- Methods to invest back into the partner community
- Online strategies to provide partners with access to training and education, such as VMware's 'Partner University'
- New techniques to engage partners and enhance their abilities

**Rhody Burton** Senior Partner Business Manager  
VMware

2.15 - 3.00 **EXPERT COMMENTARY**

**Managing Your Relationships**

Dr Kristin Rotte and Professor Murali Chandrashekar are both faculty members of the School of Marketing at the Australian School of Business at the University of New South Wales. Both Kristin and Murali are recipients of a number of US marketing awards and regularly lecture on topics such as customer vulnerability in B2B relationships, the Satisfaction-Loyalty link and managing the profitability of relationships. In this session, Kristin and Murali will discuss some of the fundamentals behind managing your relationships and maximising revenue from the whole channel. Explore:

- Managing profitability of relationships

PLUS WORKSHOPS!

TWO Post-Summit Half-Day  
Workshops on 24 March 2010

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Receive \$100 off registration if you  
register and pay by 5 February 2010

- Customer migration across channels / new technologies
- Uncertainty reduction through strategic actions

**Dr Kristin Rotte** Senior Lecturer in Marketing, AGSM

**Murali Chandrashekar** Professor of Marketing and Academic Director, AGSM MBA Program  
**Australian School of Business - UNSW**

3.00 - 3.30 **Afternoon Tea**

3.30 - 4.15 **CASE STUDY**

### Maximising Revenue from Existing Channels

Hitachi Data Systems are progressing towards their business objective of having 70 per cent of their business through the channel. Tim Smith leads Hitachi Data Systems' drive to fully integrate and support the channel within their business. He is responsible for developing the channel business and overseeing all of the company's existing channel and strategic partnerships with a focus on aligning Australia and New Zealand channel strategy to position the company for further growth. In this session, he will explore:

- Ensuring your strategic partnerships maximise potential revenue
- Techniques to build capacity within the channel
- Strategies to assemble an autonomous channel program

**Tim Smith** Marketing Director ANZ  
**Hitachi Data Systems**

4.15 - 5.00 **CASE STUDY**

### Channels of the Future - Leveraging Social Media to Enhance Channel Communication and Collaboration

Recently IBM released their PartnerWorld Communities - a social networking system for channel partners, which helps them connect and collaborate to seize business opportunities. The site helps solution providers use blogs, wikis and other tools to create profiles, share sales leads and exchange expertise. The company also launched the online Business Partner Development Series education and networking forum which gives solution providers access to online and in-person training and networking events. This session discusses how social media can enhance your channel strategy across the board, focusing on:

- How social media can be used to improve channel performance
- How it can improve close rates and shorten sales cycles
- Using a social networking site with a channel to maintain a consistent link with your clients

Senior Representative TBA  
**IBM**

5.00 **Concluding Remarks from the Chair**

5.00 - 6.00 **Networking Drinks**

8.30 - 8.55 **Morning Coffee**

8.55 - 9.00 **Opening Remarks from the Chair**

9.00 - 9.45 **KEYNOTE CASE STUDY**

### Building a Stronger Partner Network (in the Current Economic Climate)

With recent acquisitions of both Kaz and Supply Chain Consulting, Fujitsu is a company on the move and is showing a positive growth trajectory. Rod Vawdrey will talk about their strategies to ensure their partner network is profitable, loyal and progressive. He will discuss their successful strategies and look at the future growth opportunity, exploring:

- Taking advantage of the current financial situation
- Aligning and Integrating - keys to success
- Strategies to ensure partner profitability

**Rod Vawdrey** Chief Executive Officer  
**Fujitsu**

9.45 - 10.30 **CASE STUDY**

### Re-launching Your Channel Programme

Oracle has just revamped their global channel programme, in preparation they've taken into consideration all aspects of their partner economy - from small resellers making a one off sale, to large multinational SI's requiring many types of support. In this session, Andy will discuss how Oracle came to this channel re-launch after 10 years with the same programme, considering the changing nature of their position in the market and their channel partners needs, exploring:

- How market segmentation is the first step to a successful partner programme and engagement
- How Oracle enable partners and subsequently how they assist and monitor specific GTM activities with partners
- Determine which partners are excelling, and which are simply eroding your profit margin

**Andy Huntrods** Partner Director  
**Oracle**

10.30 - 11.00 **Morning Tea**

11.00 - 11.45 **CASE STUDY**

### Enabling Partners and Driving Growth

Last year, Sun Microsystems announced their Sun Partner Advantage (SPA) program's Partner Growth Fund (PGF) to increase its ANZ partners where PGF included Demonstration Equipment and Demand Generation program, for partners to focus on new customers and drive business. This PGF will fund demonstration equipment purchases and SPA program partners can showcase Sun technology and solutions to their customers. Furthermore, an APAC-wide online tool enables their partners to manage all transactions, approvals and resources. These strategies give Sun channel partners a comprehensive means for resourcing and driving joint demand generation campaigns. Sam will talk about the drivers behind this move and the effects

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it's had on Sun Microsystems. Explore:

- Flexibility of the program enables partners to break into new markets and acquire new customers to drive volume growth
- The importance of understanding your objectives for your program
- Setting a base-line and tracking progress
- Developing specific KPIs and metrics for your program goals

**Sam Srinivasan** Channel Partner Sales Director ANZ  
**Sun Microsystems**

## 11.45 - 12.30 CASE STUDY

### Partner Strategies - Best Practice Techniques

Paul Voges, recently named one of six "Leaders of Tomorrow" by the Australian Financial Review BOSS Magazine, has his finger on the pulse when it comes to partner strategies. He is responsible for meeting the needs of Microsoft's customers, which include governments, businesses and consumers, as well as the 14,000 partners and independent software vendors who produce leading edge technology solutions for Australian businesses based on Microsoft's platform. Microsoft's partner strategies are well renowned as some of the best in the world. In this session, Paul will talk about the fundamentals behind those and about Microsoft's future channel initiatives, focusing on:

- Making the most of the current climate
- Best practice partner strategies
- Managing your partnerships

**Paul Voges** SMB and Partner Group Director  
**Microsoft**

## 12.30 - 1.30 Networking Lunch

## 1.30 - 2.15 CASE STUDY

### The Fundamentals of Channel Relations - Clarity, Consistency and Communication

Michael Lehmann, with vast experience in reseller, wholesaler and end-user organisations, is responsible for leading his Cisco team to help increase partner profitability and growth in Australia and New Zealand through the promotion of the network as the platform for customer productivity. His team will focus on improving collaboration with partners to create revenue generation and also lead a team that will focus on providing greater clarity and consistency in all of Cisco's Australian and New Zealand partner relationships. Michael will explore:

- How to ensure your channels are clear and consistent
- How better communication leads to more effective partner collaboration
- Strategies to increase partner profitability

**Michael Lehmann** Director of Partner Operations  
ANZ  
**Cisco**

## 2.15 - 3.00 CASE STUDY

### Optimise Your Partnerships - Engagement, Communication and Strategic Relationships

Phil Cameron has over 25 years vendor experience in the IT industry covering senior sales and general management roles at Lenovo, IBM and Toshiba. In his new role, Phil is

responsible, amongst other things, for the channel partner program across the APJ region. His key focuses are to improve CA's engagement with partners, form more strategic relationships and to push for broader regional market share, along with driving "better communication" between the vendor and its 540 active resellers in Australia and New Zealand. Drawing on his extensive experience, Phil will talk about the strategies undertaken by CA to achieve their strategic goals, exploring:

- The fundamentals and drivers behind improving communication
- Techniques to improve partner engagement
- Strategies to drive an increase in market share

**Phil Cameron** Vice President, Regional Channel Sales  
**CA**

## 3.00 - 3.30 Afternoon Tea

## 3.30 - 4.15 CASE STUDY

### Managing Your Partnerships - Why Trust is Key

Belinda Ross, with a history in the local channel and distribution community, is responsible for Hewlett-Packard's partner-led engagements across the vendor's commercial and SMB segments. Belinda will examine the techniques that she has utilised in the past to ensure that the partnerships that she has held are managed effectively and therefore glean successful outcomes, looking at:

- The essentials behind effective partner communication and the significance of building one-on-one trusted business relationships
- How roles and responsibilities between vendors and partners are shared to address end-user requirements
- Holding empathy with partners and grasping the business imperatives that form their thinking
- The skills and processes needed to gain investment commitments from channel partners

**Belinda Ross** Solutions Partner Organisation (SPO)  
Country Manager  
**HP Australia**

## 4.15

### Closing Remarks from the Chair and Close of Conference

## WHO WILL ATTEND

- Channel Management
- Partner Management
- Business Development
- ICT Product / Solutions Marketing
- Marketing
- Channel Sales
- Relationship Management / Alliances
- Key Account Management
- VARs / Resellers



# Workshops 24 March 2010

## 9.00 - 12.30 **WORKSHOP A**

### **Channel Sales - Performance Does Matter**

John Butel, with a successful 25-year IT sales career, understands that peoples' performance levels are paramount in determining the success of an organisation. Successful organisations today are based on meritocracy - reward for performance. The organisation must perform and to do so, the people must perform. John's Performance Coaching programs work on people's performance in their various roles (eg: sales) or levels (eg: executive) within an organisation. This program addresses the individual's performance and also looks at various partner programs, focusing on channel value proposition; understanding the vendor-partner sales process; joint sales strategies; sales role allocation and much more. This workshop also focuses on your people's natural strengths and highlights the roadblocks that limit their optimum performance potential. Discuss:

- Assessment of current performance
- Agreed definition of future levels of success
- Increased confidence via tailored strategies
- Avoiding channel partner sales conflicts

**Expert Facilitator: John Butel** Managing Director

### **Organised Solutions**

John Butel has 25 years of technology industry experience, including 15 years Channels sales and management experience. Using a unique TRAIN-COACH methodology, these programs define peoples' potential and create strategies for them to perform consistently at higher levels. Specialising in Selling Strategy, Channel Sales, Team Dynamics and Leadership Development, these programs align with business leaders to improve their "people" performance. Programs are based on John's experience in achieving consistent 100+% sales performance throughout his career, rewarding him with recording breaking seven consecutive IT Channel Top 10 awards. John is an accredited NLP Master Practitioner, experienced BELBIN Team Roles trainer and business behaviour profiler his programs have been delivered throughout Australia, NZ, ASEAN, India, Japan & China.

## 12.30 - 1.30 **NETWORKING LUNCH**

## 1.30 - 5.00 **WORKSHOP B**

### **Lead Generation - Maximising your Marketing Budget**

Bang is a specialist marketing and design agency working in the ICT sector. For the last 9 years, Bang has been working with companies like Cisco, IBM and Microsoft developing effective partner programs. In the last year, Bang launched Campaign[x], an online campaign management tool used by both vendors and partners to maximise value and return on co-funded programs. This workshop looks at how best to develop lead generation campaigns, focusing on:

- Creating best practice ROI on your co-funded campaigns
- Lead nurturing
- Messaging development
- Long term marketing plans and brand positioning

**Expert Facilitator: Martin Mason** Managing Director

**Simon Steele** Strategic Director

### **Bang**


Martin has been involved in marketing and communications for over 20 years. Prior to Bang, Martin was co-founder and ran the Asia-Pacific division of Elateral, a pioneer internet marketing automation company. He still has ties with Elateral and Bang are exclusive distributors for Elateral in the region. Martin also owned a large marketing, communication and printing business in the UK which he sold in 1999 before moving to Australia. With experience in the European, Asian and Australian markets, Martin's focus is delivering clients consistent, high quality marketing and creative solutions.

Simon is a business branding specialist. Over the last ten years, he's worked with businesses in Australia and the UK, developing branding and marketing communications programs. These include international organisations like UUNET, Nortel and BEA Systems, as well as local NSW based companies and government departments. He started out with the publisher, Future Publishing, putting together magazine promotion campaigns. He then moved into a strategic and account direction with business to business agencies in London and Sydney.

## ABOUT THE EVENT

With signs of an economic recovery already emerging, it is critical that vendors and resellers prepare for the future by critically analysing their existing channel management and partner strategies. The playing field is in a constant state of flux with high merger and acquisition activity and structural change in several major segments. Organisations now need to refocus their strategies to adapt to these changing conditions and seize the growth opportunity that lies ahead.

This interactive forum will provide candid, expert advice and insights on how to achieve these goals. By looking at channel enablement, advanced sales skills, recruitment strategies, communication tools and collaboration strategies – our expert practitioners will provide the audience with usable channel management toolkits, allowing the audience to take home practical, feasible solutions to challenges they currently face or could face in the foreseeable future. This event is a must attend for any channel / partner manager, ICT sales and marketing professional or reseller seeking to strengthen relationships and excel in the channel throughout 2010 and beyond.

 To request an electronic version for easy circulation, email [marketing@liquidlearning.com.au](mailto:marketing@liquidlearning.com.au)

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