

Channel Informatics Report

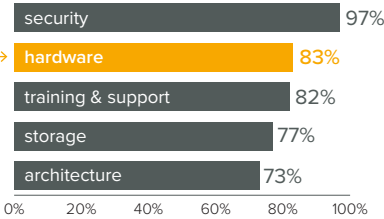
Vendor name: Sample Cybersecurity Vendor

This sample report analyzes a channel program's Best Performing Partners compared to its entire Partner base. It also identifies that vendor's ideal partner characteristics ("IPC"), to enable us to pinpoint qualified Partner Prospects.

YOUR PARTNERS' EXPERTISE, SOLUTIONS, & SERVICES

Top 5 Solutions & Services of Any Kind

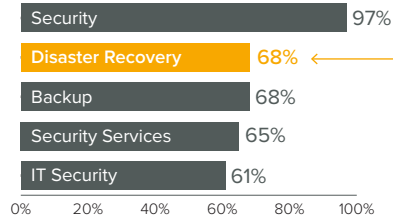
(Mentioned by Your Best Performing Partners)



83% of your Partners are focused on "Hardware" and 77% on "Storage"

Top 5 CYBERSECURITY Solutions & Services

(Mentioned by Your Best Performing Partners)



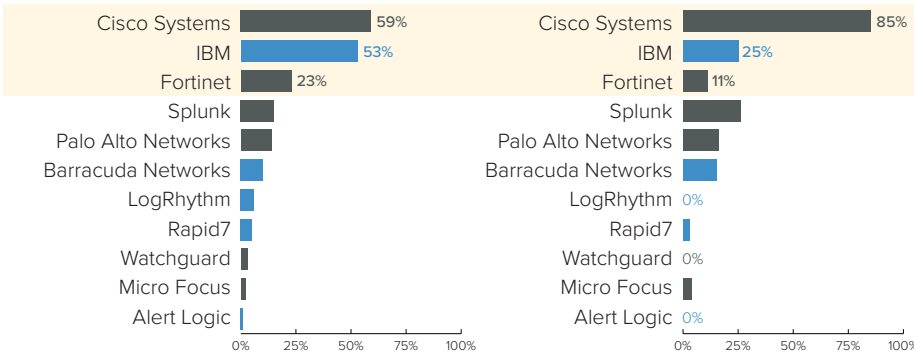
Disregarding the very generic term "Security", "Disaster Recovery" is the most prevalent Cybersecurity service mentioned amongst your Top Partners followed by "Backup"

COMPETITIVE & ADJACENT VENDOR INSIGHTS

Vendors Mentioned

Best Performing Partners

All of your Partners



It looks like you should be recruiting more Cisco, Cylance, IBM, and Fortinet Partners

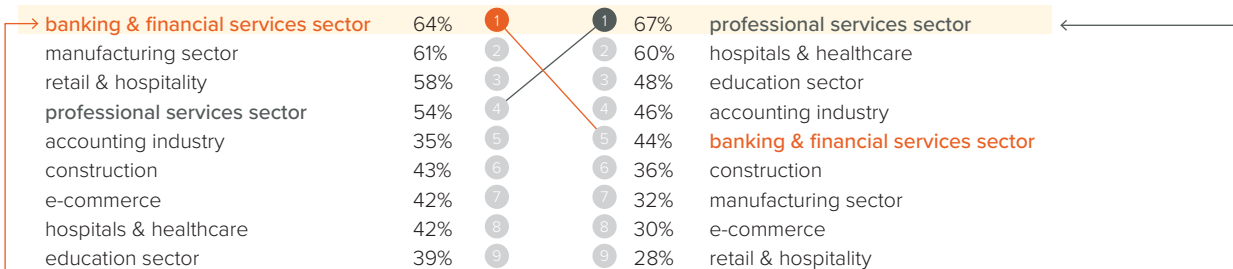
● Adjacent, part of the same stack
● Competing

YOUR PARTNERS' MARKET FOCUS

Vertical Market Focus

Your Best Performing Partners:

All of Your Partners:

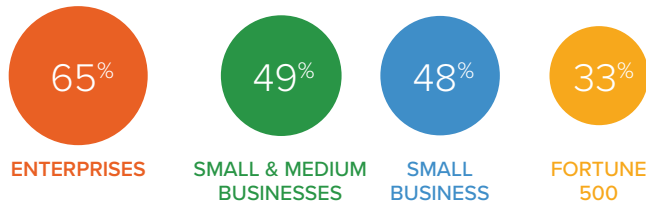


Amongst your best partners, the top verticals are "Banking & Financial Services" and "Manufacturing", followed closely behind by "Retail & Hospitality"

Amongst all of your partners, the top verticals are "Professional Services", "Hospitals & Healthcare" and "Education Sector"

Customer Targets

of your Best Performing Partners

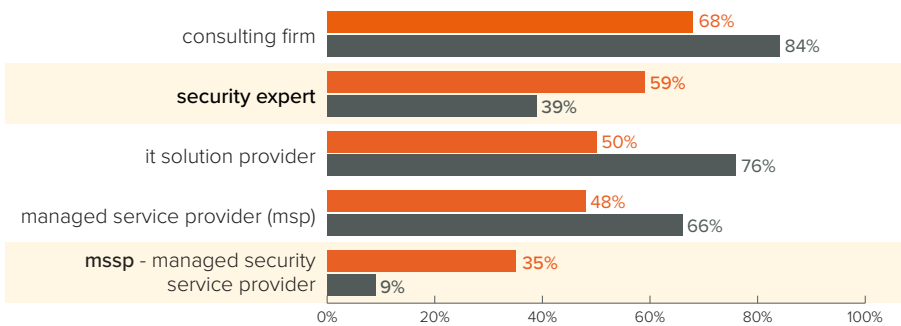


Amongst **your Best Partners**, **65%** are selling into **enterprise** and at least 49% are selling into Small Business (a lot more than you expected)

RESELLER PARTNER TYPES & QUALIFICATIONS

How do your Best Performing Partners describe themselves, in comparison to your entire Partner base?

- Best performing partners
- All of your partners

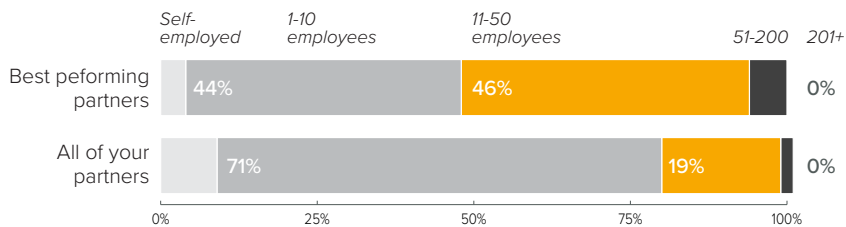


Amongst **ALL** of your Partners **39%** say they are **Security Experts** vs **59%** of your Best Performing Partners

Amongst **ALL** of your Partners **9%** say they are **MSSPs** vs **35%** of your Best Performing Partners

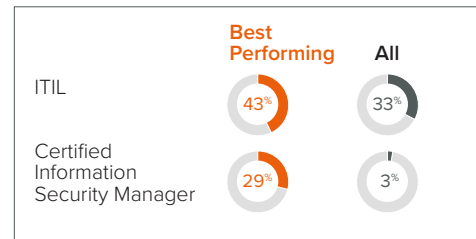
Employee Size

Best Performing Partners vs. All Partners



There's a substantially higher percentage of **11-50 employee** partners amongst your Best Performing Partners.

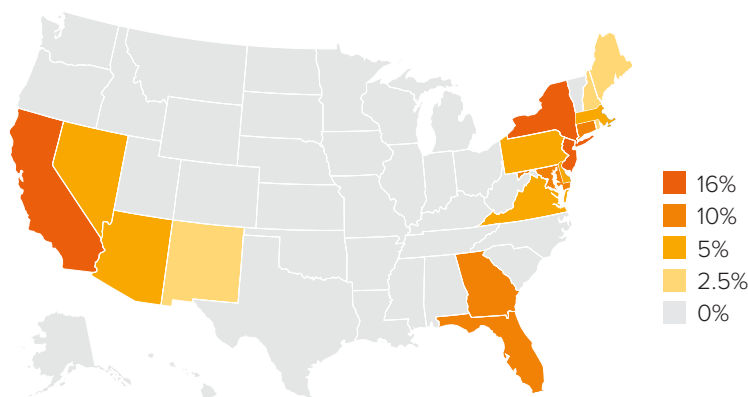
Relevant Certifications



Compared to your overall partner base, many more of your **best performing partners** are "certified information security manager" and "ITIL" certified

Geographic Representation in the US

Best Performing Partners



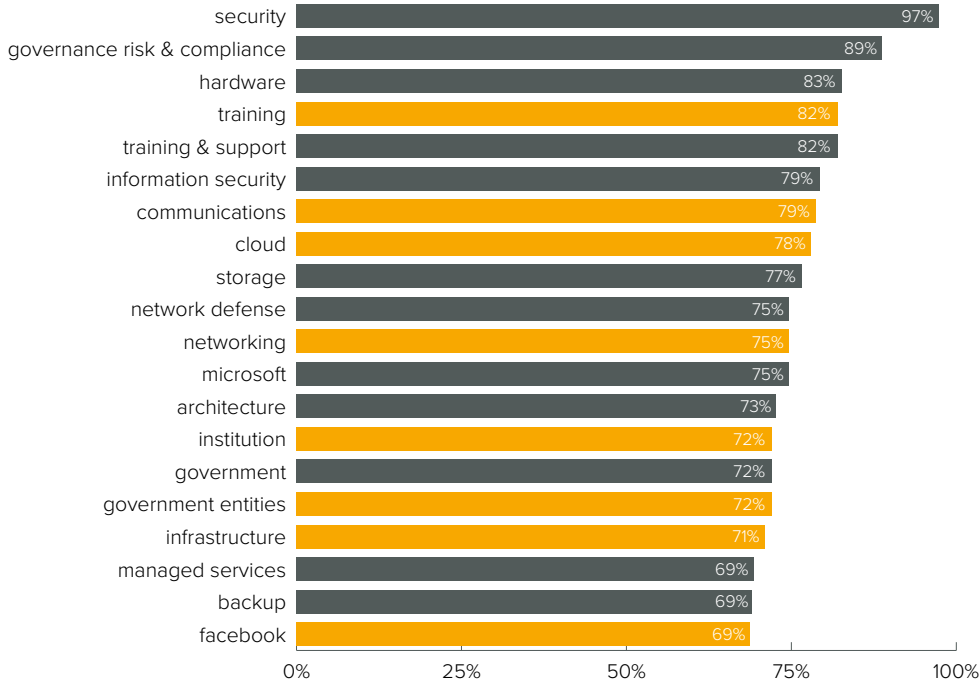
TOP 5 STATES

Partners:			
Best Performing		All	
New Jersey	16%	NJ	12%
New York	14%	NY	10%
California	12%	CA	8%
Maryland	8%	FL	5%
Florida	7%	GA	5%

You have excellent geographic partner representation in the **Northeast** and **California**. Have you considered getting more representation in other parts of the country?

IDEAL PARTNERS AGGREGATED ATTRIBUTES

Amongst your top 10% best performing partners, these are the terms most commonly found across all categories:



- The **gray** bars are terms that YOU pre-identified as significant.
- The **yellow** bars are terms that you didn't mention as being relevant but show up.

The **yellow bars**, while perhaps not descriptive of your ideal partner, should all be considered in your quest to discover new partners and find hidden treasure amongst your inactive partners.

PARTNER DISCOVERY PREDICTIONS

PartnerOptimizer has identified **73** of your Existing Partners that closely match your ideal partner profile.

PartnerOptimizer has also identified **2500-5000** Partner Propsects in our database that **closely** match your solution's custom ideal partner profile in North America.

We can provide you with Partner Prospect companies based upon IPC (ideal partner characteristics) or other terms, including but not limited to the following examples:

Obtain Partner Prospect Company Profiles such as # of Partners:	Existing Partners in Your Program	Partner Prospects Identified by PartnerOptimizer
with 100% of all IPC attributes	8	1230
with 100% of "must have" IPC terms	14	3160
with 100% of "should have" IPC terms	18	4205
with 90-99% of IPC attributes	24	2120
with 75-89% of IPC attributes	41	3590
that mention 5+ competitors	38	2340
that mention 5+ adjacent products	49	2935

Xxxxxxx
Need to recruit more of the right channel partners or obtain an informatics report about your channel partner base?

Contact us:
Email: partneroptimizer@saasmax.com
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Website: www.SaaSMAX.com
Blog: www.WiseSaaS.com