



# Channel Management Services

## Expand Your Reach and Optimize Your Channel

Today's original equipment manufacturers (OEMs) face more challenges than ever before in getting their products to market. In a rapidly changing global business environment, opportunities for new revenue can easily go untapped or be missed altogether. But it doesn't have to be that way.

Shyft Global Services helps you make the most of new opportunities by providing a worldwide network of channel-management professionals to serve as the public face of your team. We help you recruit and enable partners, develop revenue strategies, identify growth opportunities and drive customer and partner awareness and retention. It's a level of service that gives your organization the confidence and bandwidth to focus on the road ahead.

## Benefit From Our Proven Expertise

Shyft offers a systematic approach to managing every step of the customer lifecycle, from acquisition and enablement to revenue and market-share growth. Our expertise enables you to reduce costs while driving new profits and improving customer retention, and you also get to enjoy:

- ▶ Increased revenue through partner community growth
- ▶ Improved partner relationships and deeper engagement
- ▶ Optimized channel programs run by hand-picked partners
- ▶ Increased customer loyalty and trust in your brand

## Experience the Shyft Difference

As the single source for growing your channel while eliminating all the expected complexity, Shyft's multilingual global team offers the depth and breadth of services you won't find anywhere else, including:

- ▶ Engagement with your partners to keep them motivated
- ▶ Analytics to increase visibility across your channel
- ▶ Optimization of your channel programs for growth and expansion
- ▶ Simplification of the entire channel through one provider



## Put Our Capabilities to Work for Your Brand

Shyft makes it easy to transform your channel into a more effective source of new customers and increased revenue. Our team becomes an extension of yours, consistently representing the quality of your brand. Whatever your mission is, we help you expand your pipeline and bring your products to more markets around the world. Our areas of channel-management expertise include:



**Partner Acquisition:** We work as an extension of your brand to recruit and onboard your best-fit partners.



**Partner Enablement:** With services that range from training and planning to L1 and L2 support, we help you find more customers and deliver more value.



**Pipeline Generation:** Through advanced analytics, we proactively manage the success of your business to identify and seize new opportunities for growth.

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## About Shyft Global Services

Shyft Global Services is a leading technology lifecycle service provider that partners with companies around the world to shift the way they do business. Powered by a robust global logistics network, team of outsourcing experts and decades of experience, Shyft's end-to-end product and customer lifecycle services enable technology companies to reinvest in growth, transformation and innovation.

**Ready to shift your business forward?**

To learn more, visit: [shyftservices.com](https://shyftservices.com)