

Rohner & Associates “At-a-Glance”

About Rohner & Associates

Rohner & Associates is Silicon Valley’s premier consulting firm providing clients with channel strategy, initiatives, and implementation solutions.

Our Approach

We apply experience, knowledge, and logic with rigorous analytics and model to produce practical, implementable “Go to Market” strategies with initiatives and programs devised to achieve channel objectives. Our approach is designed to build a case, and model the expected results in a way that instills confidence in “The Plan.”

Overview

More than any other consultancy, we combine depth of experience, intellectual property, and clarity of focus on sales channels and the partner ecology. All of our principal consultants have been executives within successful technology companies. Each has demonstrated leadership in creating and executing channel strategies, with significant roles in growing companies in startup stages to those with billions in revenues.

Our Clients

Analysis	Microsoft
Apple	NetApp *
Aspect Telecom	Nuance
Autodesk	Sandisk
Avaya	Seagate
Cisco	SonicWALL
Hyperion	Sun

Clients Share the Same Issues

- Management is not certain that the current channel strategy is appropriate to optimize company objectives.
- Management has concerns over the current channel implementation and its ability to focus resources on potential opportunities.
- Management is not confident about the roles the channels play in company’s future.
- Management would like a comprehensive channel framework and strategy that would instill confidence in all stakeholders.
- The companies require the need for specialized expertise to assist in developing a comprehensive plan and business proposition for their channels.

Client Benefits

Drive cost-effective growth and coverage.

Our clients take channel performance to the NextLevel by:

- What are the makings of a successful partner (who)?
- What is the current coverage of their channels and how does this need to evolve (capacity)?
- What is the model to drive channel productivity (what revenue can they expect)?

Having an organized and logical framework to:

- Understand the resources required.
- Predict results based on activities and investments.
- Manage their portfolio of channels.
- Deal with alignment opportunities and conflicts.

Other Benefits

- Knowing why their channels work and behave as they do and how to better predict performance behavior (including their direct sales channels).
- Improving their business proposition and potential from a “channels” viewpoint.
- Optimizing the role and appropriate mix of services, including professional services.
- Improving investment clarity - know how plans will be accomplished.
- Understanding and successfully communicating cross-functional requirements for channel worthiness and readiness elements which impact product, support, and marketing functions.
- Avoiding debates - gaining cross-functional confidence and support.

Silicon Valley’s Premier Channels Consulting Firm

Services Highlights

A Unique approach to channels

Optimization:

- Global geographic focus
- Improve top-line revenue
- Effective channel coverage
- Analytics & Modeling

Areas of Impact:

- Channel Education
- Channel Assessments
- Sales Scale
- Sales Productivity
- Derived Demand (Ecology)

What Clients Say

“By following R&A’s prescription for balancing our portfolio of partners, stepping up our channel marketing focus, and strengthening our channel sales organization, we have been able to grow our channel business at a much faster rate than our competitors.

Vice President
Worldwide Channels