

CHANNEL TOOLS CLARITY SPRINT

Cut through the maze of channel tech choices to a fit-for-growth system that's clear, connected, and built for performance.

PROBLEM

With hundreds of channel-focused tools on the market, from PRM to data analytics and AI tools, the options can be overwhelming. According to IT Channel Oxygen, there are well over a thousand tech solutions aimed at the channel. The Canalys Channel & Partnership Technology Stack review of 2025 identified more than 260 companies driving \$7.5bn of revenue. For channel leaders, the challenge is choosing the right combination for scale, integration, and ROI. In a crowded market of "all-in-one" promises, clarity and fit become your biggest obstacles.

SOLUTION

Connection2Channel helps vendors and scale-ups cut through the noise to define a right-fit system that supports their partner strategy. Drawing on decades of experience working with, and sometimes for, many of the leading channel tools providers, we assess your platform environment, goals and directions of travel in channel operations. Then we create tool-agnostic, decision-making models to come to the best-fit solutions, beyond vendor hype.

- Channel tool & processes audit
- Partner system fit-gap report
- Integration roadmap
- Vendor-neutral advice
- Detailed action plan

WHY THIS WORKS

We'll work with you and your leadership team to translate business goals into technology priorities. By taking a step back from day to day tools, and asking the right questions of the right people, we pinpoint where a focused improvement or switch will deliver the greatest productivity gain. In this way, we can save both time and money that would otherwise be expended in a major, drains-up system change or upgrade. Our advice always comes from the user perspective - whether that's a channel manager juggling partners across regions or a partner portal admin lost in multiple log-ins. Practicality and simplicity beat a "perfect" but complex solution.

OUTCOMES

- ✓ Simplify and streamline your tech ecosystem.
- ✓ Eliminate redundant tools and wasted spend.
- ✓ Increase partner enablement and visibility.
- ✓ Accelerate integration and reporting accuracy.
- ✓ Free internal teams to focus on revenue.

LET'S CONNECT

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RICHARD WALDNER

"Choosing the right tools shouldn't feel like navigating a maze. We help you simplify, align tech with strategy, and make every system serve growth, not slow it down."

**BOOK YOUR CHANNEL TOOLS
DISCOVERY CALL**

No obligation. No pressure.
Just strategic insight.