

CHANNEL-AS-A-SERVICE (CAAS)

For ambitious Tech Founders and Funders Ready to Scale-up
through EMEA Partners — with less cost, time & risk

PROBLEM

You're ready to scale, but your team isn't built for international expansion. Your product fits. Your market wants it. But you lack the playbook, capacity, and relationships to execute effectively. Meanwhile, partners hesitate — unclear positioning, no enablement, and no momentum. You can't afford trial and error. You need a channel motion that delivers traction now.

SOLUTION

Our Channel as a Service model gives you immediate access to a full-functioning, senior-level channel capability—without the time and overhead of building it from scratch. We bring the strategy, systems, and execution support you need to activate and scale a partner ecosystem that drives real revenue. Designed for growth-stage companies expanding across EMEA, this offer integrates sales, marketing, and partner efforts around one clear narrative. From messaging and enablement to executive visibility and operational support, every element is built to strengthen partner performance and shorten your time to results.

- Channel Playbook
- Partner Enablement System
- Channel Messaging Alignment
- LinkedIn Activation
- Fractional Support
- Sales & Marketing Integration

WHY THIS WORKS / ANALYSIS

Most Scale-up companies underestimate what it takes to activate an EMEA partner ecosystem. It's not just about hiring a channel manager. It's about building the right GTM structure, messaging and partner experience that makes it easy for others to sell for you. Investors want partner growth. Partners want clarity and confidence. We bridge both with a proven, modular system.

OUTCOMES

- ✓ Fast partner activation — without hiring a full team
- ✓ Internal clarity between marketing, sales and partnerships
- ✓ Clear GTM structure for investor confidence and board reporting
- ✓ Messaging and assets partners actually use
- ✓ Scalable leadgen through trusted ecosystem visibility

LET'S CONNECT

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ANDY GILBERT

"We work with your leadership to deliver the strategies and programs to ensure the success of your channel and alliance routes to market."

**REQUEST YOUR CAAS
DISCOVERY CALL**

No obligation. No pressure.
Just strategic insight.