

Company: Global Touch, El Cerrito, CA

Company Description: Global Touch knows the power of partners. We work with IT companies who dare to disrupt and reimagine how to accelerate growth, revenue, and profit through intelligent partnerships to supercharge results. We turn client questions or performance gaps into their X-factor to drive predictable partner results and profitability through a productive and high performing partner pipelines.

Nomination Category: Thought Leadership Categories

Nomination Sub Category: Thought Leadership Campaign of the Year - Business Services

Nomination Title: Global Touch's Global Partner Profitability Study



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated thought leadership campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

3. Specify the date on which this campaign or program was launched:

Total 12 words used.

The Global Touch Partner Profitability Study including Strategic Advisory Program. January, 2023

4. Describe the development of the campaign or program: the planning process, the goal setting, the subject and content development, the scheduling, etc. (up to 250 words):

Total 246 words used.

The Global Touch Partner Profitability Campaign, anchored by our Strategic Advisory Program, follows a structured, insight-led process that blends qualitative and quantitative research, and delivered through a compelling, data-driven storytelling approach. At its core, this is a multi-phase framework that integrates rigorous analysis, global in-field research, and executive-level advisory sessions.

This client sponsored study spans its ecosystem partners representing over \$50 billion in annualized revenue. It is designed to uncover early indicators and emerging trends across customer expectations, buying behavior, partner ROI, and competitive market dynamics, as well as broader forces such as geopolitical shifts, economic pressures, socio-demographic changes, technology disruption, sustainability demands, and regulatory developments.

What truly sets this campaign apart is the integration of financial benchmarks with deep qualitative insights, drawn from over 250 hours of executive interviews and engagement with nearly 3,000 partners globally. These inputs power a data-backed, operationally grounded roadmap that equips our clients with clear visibility into today's opportunities, tomorrow's challenges, and the early warning signals that may affect partner profitability, program investment strategies, and customers' realization of business outcomes from technology.

Key development steps include:

- o Designing a research model grounded in over two decades of global partner expertise
- o Defining profitability benchmarks across geographies and business models
- o Implementing secure, anonymized data protocols to ensure partner trust

The campaign fosters continuous learning, informed investment decisions, and executive alignment through recurring research updates, strategic advisory touchpoints, and content tailored by region, vertical sales models, and ecosystem partner focus.

(See Attachment 3)

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 75 words used.

- o **Excerpt Partner Report (Attachment 1):** Demonstrates the structure and key insights of the Global Partner Profitability Study, including anonymized benchmarking charts and profitability models.
- o **VMware Partner Success Study (Attachment 2)-**Accelerating Partner Profitability (The Global Partner Success Study, commissioned by VMware and conducted over three years by Global Touch, Inc., explores how to help partners succeed today while guiding their transformation for the future of IT consumption.)
- o **Rethinking IT Partner Models-Concerns & Red Flags (Attachment 3)**

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 244 words used.

As the pace of business accelerated post-pandemic and disruptive technologies emerged, technology leaders and their ecosystem partners faced growing challenges adapting to new economic realities. To understand the potential impact of the new market dynamics, Global Touch surveyed IT channel leaders across the globe in July 2023 and updated in August 2024. Three key insights emerged:

- o 68% of IT companies reported continued reliance on partner programs, strategies, and investment models originally designed more than 15 years ago, despite dramatic changes in the IT industry.
- o Fewer than 80% of respondents said they fully understand how their ecosystem partners generate revenue and reinvest revenue when working with them.
- o Over 60% believed they are not making the right investments to maximize ecosystem and partner-driven revenue.

These findings raised red flags: IT companies are struggling to connect their multi-million-dollar programs to measurable partner outcomes. The resulting friction, inefficiencies, and underperforming growth revealed a critical misalignment, underscoring the urgent need to reinvent how IT companies value, invest in, and measure success with their ecosystem partners.

In response, Global Touch launched its integrated Strategic Advisory Program™ as a complementary service to the Partner Profitability Study, not just to benchmark performance, but to drive transformation. Together these services deliver actionable, financially grounded insights based on real-world partner economics, enabling technology leaders to make smarter decisions and create deeper alignment through frameworks such as the newly introduced Next-Gen GTM model, a purpose-built approach for innovative selling motions, AI-driven services, and platform-centric growth.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 244 words used.

Since January 2023, the Global Touch Partner Profitability Study and Strategic Advisory Program has engaged over 3,000 partners worldwide. The program has provided tailored profitability insights to more than a dozen global vendors and conducted 100+ executive strategy sessions with C-suite leaders in technology firms.

The study uncovers emerging customer technology expectations and buying trends, business partner ROI, and other early indicators continually transforming the IT industry. This intelligence enables clients to anticipate market shifts and adapt their partner strategies accordingly.

Key activities include:

- o Conducting field interviews and financial model analyses with partner executives
- o Quantitative benchmarking of partner profitability by segment, region, and go-to-market motion
- o Developing executive-grade reports with actionable insights and strategic recommendations
- o Facilitating channel enablement workshops focused on improving vendor program effectiveness

Concrete results:

- o Several participating vendors adjusted channel incentives and simplified tiering structures based on findings
- o One Fortune 100 technology company identified a 23% profitability gap between their top and bottom partner quartiles, using the insights to restructure enablement investments
- o A global infrastructure vendor reduced partner attrition in key markets after implementing changes recommended by the study
- o Vendor CROs reported improved forecasting accuracy due to a clearer understanding of what drives partner-led revenue

In addition to field outcomes, Global Touch published thought leadership content from anonymized data trends, expanding its influence across the partner and vendor ecosystem.

These results demonstrate the campaign's ability to move beyond strategy into execution, helping global technology companies build sustainable, scalable, and profitable partner ecosystems.

Attachments/Videos/Links:

[Global Touch's Global Partner Profitability Study](#)

[REDACTED FOR PUBLICATION]