

var Business

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PARTNER PROGRAMS

Guide



SHINING Stars

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➔ NO VENDOR'S GROWTH STRATEGY CAN be complete without a big investment in partner programs. And as vendors sell more product through their partners and invest more time and money in developing and improving their channel programs, the question becomes this:

What are the best practices around those programs? Where are vendors investing their channel dollars and how are they working to make partners more profitable?

VARBusiness recognizes the best and brightest of the channel. They are expert at communicating with partners through the Web, print and email. Their channel programs are broad, offering rich benefits to multiple classes of partners and market segments. Here is a look at PatchLink.



PATCHLINK



PROGRAM NAME: PatchLink Global Solution Provider Program

URL FOR PARTNER PORTAL WEB SITE: www.patchlink.com/partners/partnerships_solprov.html