

## BACKGROUND

Qlik was launching a new Partner Program and a new Specialization Program. It required partners to complete activities to achieve Specialization status.

Qlik asked bChannels for support to implement the new program and to ensure a smooth transition for partners.

## SOLUTION

### Blueprint Design and Implementation

Created single point of entry portal for all customers and specialisations

Built online tool for partners to manage partner applications

Supplied global, local language Helpdesk service for partners and Qlik team

Provided full visibility at a company level of activities closed and progress

## RESULTS

### SPECIALIZATION PROGRAM MANAGEMENT A CASE STUDY WITH QLIK



*Specialization was an important part of our newly designed partner program. It drives commitment and ultimately revenue. Easy to use, automation, efficiency and global support were the key areas for Qlik. bChannels ticked all the boxes, the results prove positive of the ease of use, commitment gained and professionalism all the way through.*

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