CGS[®] 7 WAYS THAT CHANNEL PARTNER ENABLEMENT STRATEGY IS DRIVING SALES IN 2018

In 2018, Channel is evolving. To gain a clearer picture of the trends, challenges and opportunities that drive today's channel partner enablement programs, CGS surveyed sales, marketing and channel executives across multiple industries to gain their insights on the future of Channel sales.

Here is what we learned about our survey respondents' current status of their channel programs.

TOP CHANNEL PARTNER PRIORITIES



54% Activation & Training



27% Engage, Enable & Scale



Despite high satisfaction levels, companies face the biggest challenges in the areas of:



education and effective enablement



finding the right partner

But, there are also opportunities and business leaders cited these as their top:

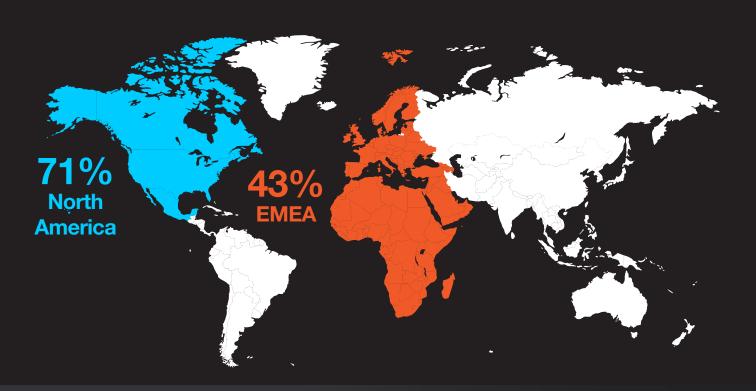
NUMBER OF PARTNERS IN YOUR PROGRAM 12% 16% 16% 44% 2,500-5,000 0ver 10,000 500-1000 Less than 500

SATISFACTION LEVEL OF PERFORMANCE

Are the respondents satisfied with their current program?



TOP REGIONS SELECTED BY COMPANIES LOOKING TO EXPAND





high demand for complete solutions and professional services provided by / sold thru the channel



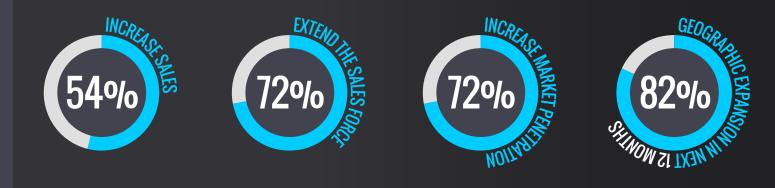
66%

cloud/XaaS, building bigger footprint.

Other strategies companies are looking to execute in 2018 and beyond:

> using both indirect and direct sales channels in 2018

WHY USE AN INDIRECT SALES CHANNEL?



ABOUT CGS: For nearly 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. CGS is wholly focused on creating comprehensive solutions that meet clients' complex, multi- dimensional needs and support clients' most fundamental business activities. Headquartered in New York City, CGS has offices across North America, South America, Europe, the Middle East and Asia.

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