



“

We were able to analyze market potential and optimize results by establishing new routes to market to meet buyer needs.

45%

increase in new partner types



### Challenge

Rackspace was looking **to grow channel revenues** and pursue non-traditional channel partners through targeted new partner recruitment **delivering channel expansion** into new markets.



### Solution

Rackspace launched into new partner routes to market with **tremendous potential impact**. Started with analysis to detect channel opportunities, program and recruitment gaps; **identified channels offering the best potential** to reach buyers and launched programs to support **new ecosystem of partners**.



### Result

**Market potential optimized and new channel routes to market established** through a non-traditional partner recruitment program. Launched programs to support new ecosystem of partners and **established new coverage model** to improve partner management.