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Going forward as the program expands and as we move into adjacent initiatives, there's obviously a huge opportunity for us to again leverage the expertise that SiriusDecisions has.

**David Telford**

*Senior Director, Global Partner Business Development*

**50%**

adoption rate of program



## Challenge

Qlik needed to adapt to changes in how customers buy software. They also endeavored **to make partner-vendor interactions mutually profitable** so all stakeholders feel positive, energized and motivated by the program.



## Solution

They held **planning workshops** where SiriusDecisions shared various approaches, methodologies and best practices that gave Qlik **insight into the wider marketplace** and into organizations that faced similar challenges.



## Result

Partners' **positive reception** has caused **more than 50 percent** of the channel base to sign up for the new program.