

# WORKSHEET 8



## Complete the Sample "Ideal Partner" Profile Worksheet

*Red = Navigator Supplied Ideal Partner Profile Requirements for Simulation*

Annual Revenues: > \_\_\_\_\_

HW Resale \$\_\_\_\_\_ %\_\_\_\_\_

SW Resale \$\_\_\_\_\_ %\_\_\_\_\_

Project Professional Services \$\_\_\_\_\_ %\_\_\_\_\_

Recurring Managed Services \$\_\_\_\_\_

- Public Cloud Resale \$\_\_\_\_\_ %\_\_\_\_\_
- Partner Owned Assets \$\_\_\_\_\_ %\_\_\_\_\_
- Customer Owned Assets \$\_\_\_\_\_ %\_\_\_\_\_

Maintenance \_\_\_\_\_%

Annual Revenue Growth: \_\_\_\_\_%

Business Model: (VAR, MSP, Hybrid VAR/MSP, ISV, Consultant, Developer)

Target Market: (Enterprise, Mid-market, SMB) \_\_\_\_\_

Verticals: \_\_\_\_\_

Public Cloud Service Provider Relationships: (AWS, Azure, Rackspace, etc.)

Primary "lead with" offering: \_\_\_\_\_

Marketing staff & commitment: \_\_\_\_\_

Likelihood for technical, sales and operational training \_\_\_\_\_

Ability to cross-sell our entire product line \_\_\_\_\_