



# [Partner] Business Plan

Template for building an aggressive joint growth plan



# Contents

- Executive Summary and Vision
- Strategic Objectives
  - Sales Excellence *Services and License*
  - Delivery Excellence *Resources and Customer Success*
- Operational Plan
  - Joint strategic clients
  - Industry Focus
  - Marketing
  - Awareness
- Governance
- Investments
  - Resources
  - Industry Solutions
- Immediate Plan

Where we are, and where we want to be

# Executive Summary

- Currently we are driving XX-XX% growth per year. To reach the strategic significance and be a major growth engine, this figure needs to be XX-XX% to gain market share and relevance.
- Our industry focus will be on XXXXXXXX
- Our differentiated approach is XXXXXXXX

## Partnership Vision

- Our mutual goal is to grow our partnership business over the next 3 years from **\$XXm for [Partner]** and **\$XXm for iGrafx**, to a sustainable yearly business of **\$XXm** and **\$XXm** respectively by 2025.
- Necessary investment will be made to support Sales, Marketing and Solution Development.

Shared metrics for the partnership.

# Executive Summary – [Region] Targets

	Total License ARR \$m	Pipeline	Services Bookings \$m	Certified Practice	Aligned Clients	Business Growth
2023	\$100k					??%
2024	\$350k					??%
2025	\$1m					??%

**iGrafx**

- Partner Ecosystem carries KPI in each region/industry
- Sales VP is driving the executive sponsor

**[Partner]**

- ???
- ???

Where is our focus?

# Joint Strategic Client focus – Financial Services

Client	Vertical	Solution focus	Existing Pipeline (\$m)	Joint Strategy Plan?	iGrafX Owner	Partner Owner
Royal Bank of Wales	Banking	Process Mining				John Doe
Dept. of Money	Public Sector	Citizen Services and Life Journey transformation				Frank Smite

illustrated example

How are you going to differentiate?

# Key Industry Solutions/Assets

- Industry Solution A
  - Problem Statement
  - Solution Highlights
  - Status
  - Clients

illustrated example

# Marketing and Thought Leadership

Event	Date	Cost (iGrafx)	Cost (Partner)	Supports
Webinar FS	Feb	\$4k	\$4k	Key FS accounts
Launch activities, social, events, mail blast	April	\$25k	\$25k	Solution #4 launch
iGrafx Client Event	May	-	\$150k	All campaigns
Industry Whitepaper	Q3	\$5k	\$10k	Financial Services JGTM





Ensure progress toward achieving goals

# Governance: Cadence and Content

Governance	Frequency	iGrafX	[Partner]
Business Review	Quarterly		
Pipeline review	Monthly		
Delivery Enablement	Quarterly		
Global Sponsorship Review	Bi-Annual		
....			





The major change to the way we operate today

# Investment Summary

## iGrafx

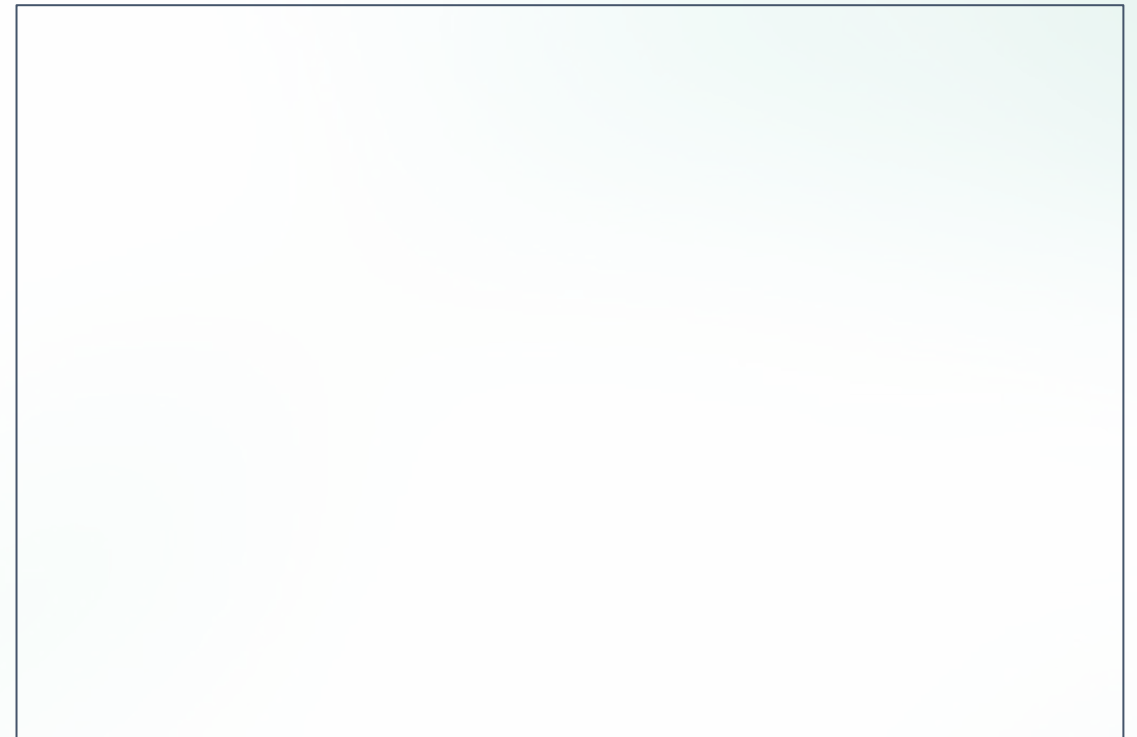
### Resources

- Delivery Excellence Training at no charge
- Sales Enablement
- Demo Cloud Environment

### Other Investments

- Global Partner Program support
- Joint Marketing

## [Partner]



How we get from Today state to Vision state

# Immediate Plan

## Jan - Jun 2023

- Action1
- Action2
- Action3

## Jul - Dec 2023

- Action1
- Action2
- Action3

## H1 2024

- Action1
- Action2
- Action3



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