

OPERATOR FILES

OPERATOR FILE 02 Enabling Partners to Create Demand, at Scale

Company: Ensono

Program: “Ensono+” Partner Enablement

Category: Partner ecosystem growth / channel demand generation

WELCOME TO THE OPERATOR FILES

As Ensono expanded its partner ecosystem across consulting firms, system integrators, and technology alliances, the organization faced a common challenge when examining its enterprise services partnerships.

Partners understood *pieces* of Ensono's capabilities, but there was no scalable system for enabling partner sellers to confidently position and sell Ensono solutions.

While relationships existed, partner engagement was inconsistent and largely dependent on individual sales relationships rather than structured enablement.

The **Ensono+** program was designed to address this gap by creating a repeatable partner engagement architecture focused on three pillars:

- Reputation
- Demand Creation
- Sales Enablement

Together, these pillars were designed to move partners from passive awareness to active co-selling engagement.

OPERATOR

What is OPERATOR?

OPERATOR is a framework for how modern marketing organizations *actually* produce revenue. Rather than treating marketing as a collection of campaigns, OPERATOR focuses on the systems that drive growth: Objectives, Positioning, Execution Readiness, Revenue Architecture, Audience Activation, Team & Talent, Optimization, and Reporting & Reality.

The **Operator Files** apply this model to real-world programs... breaking down the architecture behind marketing initiatives that delivered measurable business impact.

OBJECTIVES

The program had three strategic goals:

1 Strengthen Ensono's reputation within key partner ecosystems

Increase visibility of Ensono's capabilities, certifications, and client success within partner organizations.

2 Drive partner-led demand creation

Equip partner sellers and advisors to identify opportunities where Ensono solutions could support their client engagements.

3 Enable partner sales teams

Provide the tools, messaging, and resources necessary for partners to confidently advocate for Ensono solutions.

At a tactical level, success meant:

- Increasing partner engagement
- Enabling partner sellers with joint value propositions
- Generating partner-influenced opportunities


POSITIONING

Most partner programs operate as referral networks. **Ensono+** repositioned partners as active participants in solution delivery – equipping them to identify, shape, and co-sell opportunities.

This positioning emphasized:

- Joint value creation
- Shared client outcomes
- Complementary expertise between partner advisors and Ensono delivery teams

By aligning messaging around client transformation rather than vendor capability, Ensono became a natural extension of partner-led solutions.

| NA Partner Marketing/Enablement | |
|---------------------------------|--|
| Theme |  |
| Audience and Needs | Key sellers at 5 strategic partners whose additional awareness / engagement will drive further integration into selling motions |
| Mktg Goal(s) Supported | Partner Enablement |
| Objective | Drive awareness of Ensono's solutions / benefits to partner sellers and their clients to increase leads, opportunities, new logo wins, and revenue |
| Timing | In Active Development, First Target Partner Launch Q1 |

EXECUTION READINESS

To operationalize the program, Ensono+ delivered a structured enablement platform (a “hub”) for partner organizations.

Key elements included:

- Partner-facing landing portals
- Multi-asset partner toolkits
- Solution messaging frameworks
- Sales enablement materials
- Joint value proposition resources

The assets allowed partner sellers to quickly understand how Ensono solutions could support their client engagements and identify opportunities for collaboration.

The goal was not asset creation; the goal was seller confidence. Partners could quickly identify where Ensono fit, articulate joint value, and bring Ensono into active deals.



REVENUE ARCHITECTURE

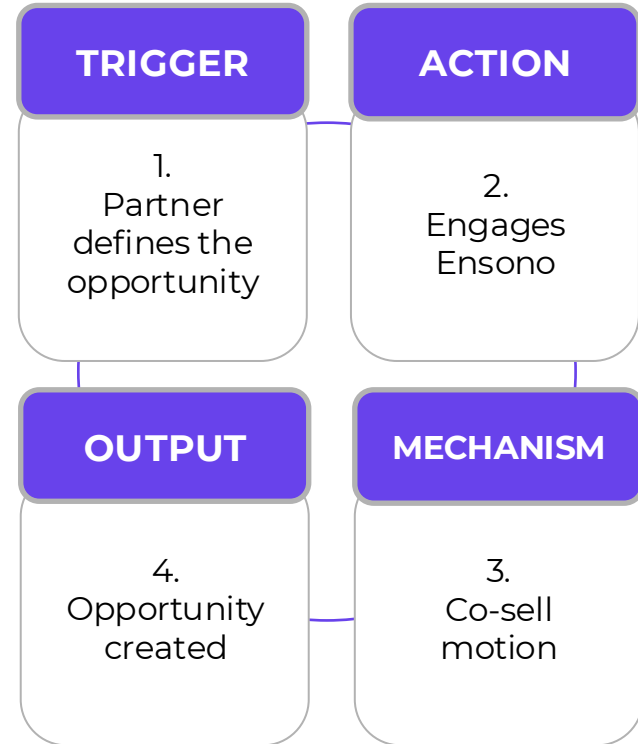
The program created a pathway for partner engagement to translate into measurable business impact.

Partner interactions were designed to produce:

- Partner-influenced opportunities
- Co-selling engagements
- Account collaboration between Ensono and partner sellers

This structure enabled partner relationships to contribute not only to brand awareness, but to pipeline development and new revenue opportunities.

In short, they became partners, in the truest sense of the word.



AUDIENCE ACTIVATION

The program targeted key contacts within five strategic partner organizations.

Primary audiences included:

- Partner sales leadership
- Partner sellers and advisors
- Marketing leaders within partner firms
- Executive sponsors responsible for alliance relationships

Activation tactics included:

- Joint events and partner conferences
- Strategic advisor engagement programs
- Partner education initiatives
- Targeted communications highlighting Ensono capabilities and client outcomes

These activities strengthened partner awareness while creating opportunities for deeper collaboration in client engagements.

Defining Difference.
Ensono

Battlecard page 1.

Supporting sales teams.

Context & why us.

Target Audience
[person and rank] in [industry] seeking [job to be done/problem to be solved]

Typical deal size
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Elevator pitch
[Ensono designs, builds and runs IT and applications that make better happen for retail. We foster client relationships]

Defining Difference.
Ensono

Battlecard page 2.

Supporting sales teams.

Trends / Challenges
Trend/challenge #1
e.g. XX% of ecommer users cite CX as the #1 to be loyal to a brand

Why Ensono?
Reason #1
(Tailored to industry)
e.g. We helped retail more than 500m in re

Door opening

Key decision makers
[May require persona research]
CIO
Head of Dev
Head of Ops
BU Heads

Conversation starters
What's your goal in making your organisation better?
Determine goal and relate it to a soundbite / client
How are your development processes affecting time to market? Determine typical timescales for completion
Do your people struggle to find time to innovate? [reference]

Option 2 - uses individual competitors

Defining Difference.
Ensono

Battlecard page 3.

Supporting sales teams.

Competitor analysis and counterpoints

| Competitor | Strengths | Weaknesses |
|--------------|---|---|
| Competitor 1 | IBM hardware reseller. Weaknesses: | Less focused on services and more focused on the hardware, transactional support model. |
| Competitor 2 | Due to their position in the market, they own the hardware, software and services | Not responsive, weak mainframe bench, do not implement lessons learned, and more focused on consulting side of their business than the mainframe solution |
| Competitor 3 | IBM hardware reseller. | Less focused on services and more focused on the hardware, transactional support model. |
| Competitor 4 | Due to their position in the market, they own the hardware, software and services | Not responsive, weak mainframe bench, do not implement lessons learned, and more focused on consulting side of their business than the mainframe solution |

Objection handling

Competitor offers service and you don't.
Explain how service will fit in with future, offer other integrations/vendors to plug gap

Competitor matches solution at reduced price.
Challenge customer on solution parity. Compare timelines, functions. Big up clients happy with solution.

Competitor can offer other perceived add-ons.
Tailoring and deep relationships are more valuable than off-shelf broad fixes.

Need more insight?

Joe Smith
Ensono Retail Product manager
Tel
Email

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TEAM AND TALENT

The Ensono+ initiative required close coordination across several internal teams:

- Partner and alliance leadership
- Marketing
- Sales
- Product and solution teams

Cross-functional collaboration ensured that partner messaging, enablement resources, and sales engagement remained aligned.

The partner leadership team within Ensono was high-powered, and recognized year over year across the industry for their keen aptitude for not just building but scaling key partner relationships.

Congratulations to the 2023 Women of the Channel

Rita Barry
Public Cloud Alliances Director

Angela Jajko
Channel Development Manager

Serena Walker
Sr. Marketing Manager, Europe

Tracey O'Donnell
Channel Development

Robin Uhl
Director, Partner and Alliances

Barbara Owens
Sr. Marketing Manager

THE CHANNEL CO.
CRN
POWER 80
WOMEN of the Channel
Solution Providers
2023

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OPTIMIZATION

The partner ecosystem created multiple opportunities for ongoing refinement.

Examples included:


- Tracking partner engagement levels
- Identifying partners generating the strongest opportunity flow
- Refining enablement resources based on partner feedback
- Expanding co-marketing activities with high-performing partners

These insights helped strengthen the partner ecosystem over time.




As an AWS partner backed by hundreds of AWS certifications and accreditations, Ensono managed services tailor AWS security and reliability to unique client needs.

[Learn more](#)




As an Azure Expert MSP, we optimize Azure spend, builds and migrations for enterprises across industries.

[Learn more](#)




Our Google Cloud partnership enables our clients to seamlessly leverage the global reach of Google Public Cloud.

[Learn more](#)



As a Platinum Partner, Ensono helps organizations enhance mainframe performance while designing infrastructure for long-term transformation.

[Learn more](#)



Platinum Partner

As a Platinum Level IBM partner, we provide clients with the latest mainframe technology design environments for their future state.

[Learn more](#)

REPORTING & REALITY

The volume and value of opportunities that emerged from the partner relationships expanded and the Ensono+ initiative strengthened partner engagement, creating a structured foundation for partner-driven growth.

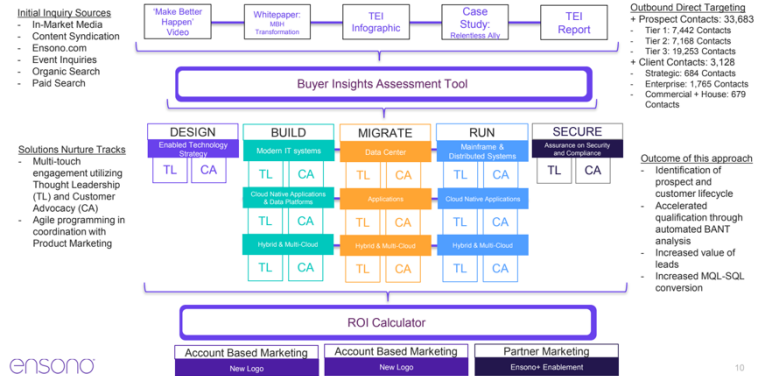
Adoption wasn't uniform, however; some partners leaped in quickly while others required a more sustained view of enablement and proof of value.

Key outcomes included:

- 5 strategic partners activated through Increased partner seller engagement
- Dozens of partner sellers activated
- 32% increase in partner-sourced pipeline

Most importantly, the program transformed partner relationships from passive awareness into active participation in Ensono's growth strategy.

| | Program Goals | Target Audiences / Needs | Program Summary | Dependencies |
|------------|---|---|---|---|
| Brand | <ul style="list-style-type: none"> Position Ensono thought leadership in visible opportunities with key strategic partners Deliver concise "Ensono experience" at key events | <ul style="list-style-type: none"> Key partner contacts including executive sponsors (PMs, marketing, etc. who need to be informed about Ensono Industry press in need of syndicated coverage of key awards, designations and certifications as necessary | <ul style="list-style-type: none"> Develop PR strategy for channels and alliances Implement a communication plan to consistently disseminate details about Ensono's achievements (accreditations, badges, achievements, client wins, etc.) at a regular cadence, demonstrating Ensono's ongoing success and commitment to the partner channel | <ul style="list-style-type: none"> Coordinated support of leadership for PR resources Timely cross functional communication of achievements |
| Demand | <ul style="list-style-type: none"> Increase partner seller engagement by 30% Leverage key events Extend support and promotion with attainment of key MDF program allocations | <ul style="list-style-type: none"> Key partner contacts including sales management and sellers ISG advisors | <ul style="list-style-type: none"> Create activation program targeting partner sellers to educate them about our joint value proposition, gain alignment and optimize the partnership to identify and drive new, mutually beneficial opportunities Execute program targeting strategic advisors Participate in key partner events (Dell Tech World, Microsoft Ignite, AWS reInvent) to increase exposure | <ul style="list-style-type: none"> Cross functional alignment (executive, product, sales, alliance) on partner priorities |
| Enablement | <ul style="list-style-type: none"> Create and deliver five (5) Toolkits and Folio landing pages/portals for materials | <ul style="list-style-type: none"> Sales leaders and sellers at five strategic partners who need to be informed about Ensono Ensono Channel Managers who need to understand the partner joint value prop and partnership benefits | <ul style="list-style-type: none"> Create and activate a multi-asset toolkit of internal and external content g our joint value proposition, credentials, client wins, etc. to inspire partner sellers to prefer, choose and advocate for Ensono Enable and guide partners in becoming sales ready and provide continuous support. | <ul style="list-style-type: none"> Strategic partners confirmed Partner bio completed Shifting priorities |



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WHAT I WOULD CHANGE TODAY

Modern partner ecosystems could strengthen the program further if done again, by introducing:

1 Partner intent data and shared signals

2 Account-level collaboration dashboards

3 Automated partner enablement journeys

4 Deeper integration between partner CRM systems and pipeline visibility

The next evolution isn't more content... it's deeper system integration between partner ecosystems and revenue visibility.

OPERATOR

OBJECTIVES

POSITIONING

EXECUTION
READINESS

REVENUE
ARCHITECTURE

AUDIENCE
ACTIVATION

TEAM &
TALENT

OPTIMIZATION

REPORTING
& REALITY

Key OPERATOR Lesson

Partner ecosystems do not grow through relationships alone. They grow when organizations build **enablement systems that allow partners to confidently advocate, position, and sell solutions alongside internal teams.**

When partners understand the value they can deliver to their clients through a partnership, they become a powerful extension of the revenue engine.

TOMORROW
C M O

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