

PartnerPath

CHALLENGE: PartnerPath (formerly Amazon Consulting) is a partnering development firm based in Silicon Valley, California, wholly dedicated to helping leading IT companies elevate the impact of partner relationships. Founded in 1994 by Diane Krakora, CEO, PartnerPath works with companies such as Dell, Sun, VMware, Netapp, HP and Cisco with services ranging from channel models and program development plans to program execution and partner automation tools. They are a market leader in providing channel research studies that impact hundreds of IT vendors' partnering models through a comprehensive annual market intelligence subscription program called PartnerG2.

RESULTS:

- ▶ Published Articles in Vertical Systems Reseller, Channel Partners, Yahoo! Finance News, Channel Insider, IT Marketing World, Worth Magazine, eChannelLine
- ▶ More Than 700 Total Online Press Placements
- ▶ Secured monthly bylined columns to promote thought leadership
- ▶ Speaking Engagements at Baptie Channel Focus North America, GTDC Vendor Summit, Autodesk One Team Partners Conference, Municipal Smart Grid Summit

"We needed a communications firm to support our overall visibility and credibility growth plans; an organization who could not only support our tactical plans but understand our business at a strategic level. Eye-To-Eye has that rare blend of skills. Their personal background in IT channels combined with their broad communication and branding skills produced significant results for us in a relatively short time."

– **Beth Vanni**
Vice President

