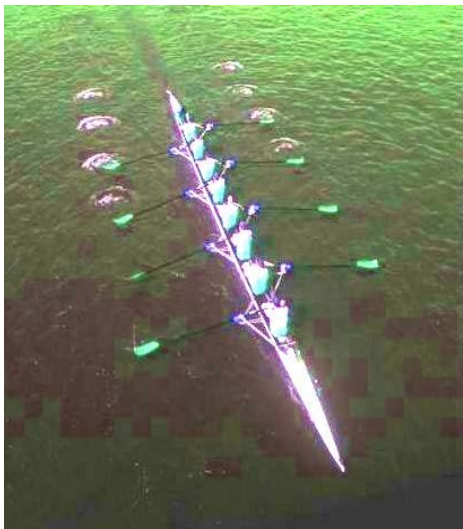


## Channel and Alliances Services



Building alliances and channel programs that deliver real business results requires experience and discipline. Adjunct's Channel and Alliances Services are based on real life experiences in creating practical and effective solutions. Each senior consultant has been a manager responsible for delivering alliance results for leading firms. That experience is combined with the discipline of a structured business service. New programs can be created or old ones reviewed and rejuvenated. Clients like computer powerhouse Hewlett-Packard have benefited from the speed and cost effectiveness of Adjunct's channel and alliances services.

With experience covering all essential business functions, Adjunct offers an interdisciplinary perspective. Broad industry contacts and cross functional skill is a critical success factor in guiding successful alliances. The advice, counsel, ideas and insights of Adjunct consultants are grounded in practical experience, not academic theory.

### Other Adjunct Marketing Services

- **Tactical Growth Services**  
Marketing - Business Development - Executive Presentations:
- **Strategic Growth Services**  
Strategic Reviews-Competitive Analysis-Organization Revitalization
- **Operational Due Diligence**  
Tools to reduce software IP risk, expertise to reduce risk
- **Business Plans / Key Presentations**  
Putting your best foot forward, increasing the win

*"The result is great...*

*... it is much more than  
we expected."*

A recent financial services client  
commenting on a business plan  
and program research report.

### The ADJUNCT advantage: experience

Call us today to learn how to put it to work for you

**everdream**<sup>®</sup> | The Desktop  
Management Company



## Typical Clients

## Sample Projects

- **Channels**  
Adjunct has created an aggressive new channel program for a client designed to link partners more closely and protect lucrative channels.
- **Analyst Relations**  
Reaching and motivating industry analysts has never been harder. Adjunct has helped a client implement effective communications and leveraged contacts to achieve improvements in scores and coverage.
- **Program Planning and Management**  
Working across multiple internal organizational barriers Adjunct was able to bring a multi-million dollar program back on to schedule.
- **Research**  
Using an extended network of industry contacts and rapid cost effective research techniques Adjunct provided a client with an assesment of the market opportunity and the operational requirments for a new venture.

**The ADJUNCT advantage: results**

Call us today to put it to work for you