

## Nominee: Navisite

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### Nomination title: Navisite Europe's Channel Programme

Navisite is a leading international provider of enterprise-class managed hosting, managed applications and cloud services to businesses around the world. Navisite was founded in 1997 and has been operating in the EMEA IT services and solutions market since 2004.

Back in 2015, Navisite's revenue was split 50/50 between direct and indirect sales. Today, 60 per cent of Navisite's revenue YTD for 2016 comes through channel sales. This is on track to reach 70% by 2017, and to hit the 80% target by 2018.

Focusing on achieving a more channel-centric business model, the company has signed up a significant number of new partners in the last 12 months more than doubling the UK partner base..

#### Enabling Channel Partners to Grow their Businesses

Most importantly, Navisite itself is not the only one to benefit from this growth. Cloud partner resellers are also seeing their business grow: Richardson Eyres – our “European Channel Partner of the Year” for the third year running – has seen 40 per cent year-on-year growth in its cloud business, despite declining traditional hardware sales.

UK partner Viadex, a VAR, has made the transition from hardware reseller to a model more akin to a managed service provider and has seen its revenues grow a massive 25% from 2015 to 2016.

So how has Navisite managed to attract new partners, increase its indirect sales and help channel partners grow their businesses? In short, an effective channel strategy that helps partners pursue different revenue streams, incentivises referral partners, empowers resellers to meet end-user needs and supports partners throughout – from marketing and sales to customer service and support.

#### Navisite's Channel Strategy: Empowering Navisite's cloud channel network

For Navisite, channel partners are just that: partners. Key to Navisite's channel strategy is taking a more selective approach to growing its network than most vendors, aiming to sign-up partners with strengths in specific, non-competing vertical markets and types of solutions. This means Navisite channel partners don't have to worry about competing with each other and undercutting prices to differentiate their solutions. Instead of having the typical tier-structure approach to the channel, Navisite can actually support partners throughout the sales process and go to market together with joint solutions.

NaviSite works to empower its cloud channel network – whether resellers or referral partners – and offer them tailored and flexible solutions to meet their own customers’ and end-users’ needs. This been the object of specific R&D and product development. This year, NaviSite launched the NaviCloud Director (NCD) Partner Portal which fuels its partners’ cloud businesses by giving them the means to offer a self-service cloud platform with access to a consolidated, real time view of all customer activity. The NCD therefore allows for easy and transparent administration, billing and overall management capabilities from a single application.

With the NCD Partner Portal, NaviSite has a unique proposition for the channel, using NaviSite’s industry-leading cloud platform. Some of the key benefits that it offers partners and end-users are:

- **Multiple channel routes to go-to-market, allowing for both referral commission and wholesale resale depending on what best suits customers;**
- **Two data centres in the UK that can meet tough compliance and data residency standards for industries such as the financial and public sectors;**
- **Best-in-sector 99.999% uptime SLA (compared to industry standard of 99.9%);**
- **24/7 dedicated partner telephone and email help desk support;**
- **Options for simple and integrated back-up, replication and disaster recovery, AV and fully managed services;**
- **Points-based usage with monthly billing so partners can pay-as-they-go;**
- **No requirement for customer commitment or contract duration – partners can scale as and when they need**
- **VMware based cloud systems that provide scalable infrastructure, making migration from and/or hybrid configurations with existing on-premises VMware systems easier**

The benefits of NaviSite’s channel programme, however, go beyond the access to and control over the cloud product itself. From a marketing and commercial perspective, NaviSite allows partners to:

- **Have full control over how they sell the platform, even choosing between leveraging NaviCloud as their own product or leveraging the NaviSite brand**
- **Set their own prices, determining their own margins and billing – in contrast to some hyperscale providers that only offer predetermined margins**
- **Provision their own customers and offer the choice of whether support services for end-users is through the partner themselves or handed off to NaviSite**

- **Run and give their customers their own free 30-day demo accounts**

All this comes without any upfront investment or commitment from the channel partner.

#### **Sales One Source: NaviSite's Partner Portal**

NaviSite has a comprehensive partner portal called Sales One Source that provides a wealth of partner marketing materials, case studies, datasheets, battle cards, competitive guides and brochures. Partners can also use the portal to register an opportunity to engage NaviSite Sales and Technical resources to help them win a deal.

#### **Accreditation**

NaviSite's Partners benefit from:

- **State-of-the-art, tier III, SSAE 16 certified data centre facilities**
- **Superior customer service backed by powerful Service Level Agreements (SLAs), offering best-in-sector 99.999% uptime (compared to industry standard of 99.9%)**
- **Microsoft certifications - MCSE, MCSA, MCP, Azure, O365 & Microsoft Gold Partner**
- **Cisco certifications - CCIE, CCNP, CCNA, CCDA**
- **Redhat certifications - RHCT, RHCE, RHCA**
- **VMWare certifications - VCA, VCP, VCAP**
- **Storage and Backup certifications with IBM, NetApp, HP, Commvault, Brocade**
- **ITILv3**
- **Oracle Platinum Partner**

#### **Endorsement from Customers and Technology Partners**

NaviSite can offer a range of endorsements from multiple technology partners and customers, including the following:

- **NaviSite partner Richardson Eyres says "What NaviSite provides us is enterprise scale, a depth of knowledge around application service provision, and the peace of mind that NaviSite as a business can deliver on the promises that we make our customers."**
- **NaviSite partner SRD Technology says "A key difference in the products NaviSite offer is that they allow us to customise and modify the solutions to fit our customers."**

#### **Why nominee should win**

- **NaviSite has had tremendous success growing its channel programme;**

- NaviSite is a trusted partner to its channel programme members, leading to glowing endorsements from partners such as [Zerto](#), [SRD Technology](#) and [Richardson Eyres](#);
- NaviSite’s channel programme has significantly increased partner sales. For example, [Richardson Eyres](#) has seen a 40% year-on-year growth in its cloud business;
- NaviSite supports partners with a “sell-with” mentality;
- NaviSite offers bespoke, flexible solutions, which can then be passed on to end-user clients.